

Russell Taylor

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Portfolio: freepixelmedia.com
Github: github.com/russelltaylor05

Experience

Lob (lob.com)

Feb 2015 - Nov 2015

Front End Developer

- » Built company's internal dashboard in NodeJS/AngularJS which enabled us to manage and visualize Lob's customer, products, revenue, and API activity

Growth Engineer

- » Identified Lob's conversion funnel and built analytics platform to track API/User activity
- » Designed experiments to optimize landing pages, emails, and user onboarding
- » Built blogging platform and designed a content strategy that doubled user sign ups

MenuMaker (cssmenuaker.com)

June 2013 - Dec 2014

Principal

- » Designed a Javascript/PHP web application that generates customized HTML/CSS/ jQuery code for novice web developers
- » Used SEO and content strategy skills to drive 10,000+ people a day to the website
- » Attracted an active user base of 60,000+ and scaled website to meet high traffic needs
- » Monetized project by selling subscriptions and plugins

FreePixel Media (freepixelmedia.com)

2011 - 2012

Principal

- » Worked directly with clients to design and build numerous web based applications
- » Projects included ecommerce websites, custom web crawlers, and a mobile app to control farm irrigation pumps
- » Managed up to 3 part time employees spread across different countries

Refresh Media (refreshmedia.com)

2010 - 2011

Lead Developer

- » Responsible for developing CMS systems, shopping carts, and javascript web apps.
- » Worked directly with customers to wireframe, design, and budget projects.

Technical Skills

Web Development

Javascript, AngularJS, NodeJS, Postgres, PHP, MySQL, Ruby/Rails, Python, HTML, CSS, jQuery, Git, Regex, Wordpress, Drupal, AWS, Web Crawling

Computer Programming

C, Java, Basic, Assembly, Parallel Programming (NVIDIA Cuda), Unix, Systems Programming, Operating Systems, PLC Microcontrollers, Ladder Logic

Business/Marketing

SEO, A/B testing, Keyword Strategies, Adsense/Adwords, PPC Campaigns, Web Analytics, Content Strategy, Affiliate Marketing, Client Communications, Proposal Writing

Education

California Polytechnic University (CalPoly), San Luis Obispo
B.S. Computer Engineering

- » Board of Directors. One of 5 students elected to represent the College of Engineering