Sean McDaniel
Senior Web Developer

👤 Profile

Senior Web Developer with over 5 years of experience in delivering technical solutions that drive revenue growth. Strong expertise in website development, with a proven ability to effectively communicate and simplify technical concepts for clear understanding. Eager to leverage technical knowledge and sales skills in a Sales Engineer role.

💼 Employment History

Senior Web Developer at City Beauty
February 2021 — Present

- Led a team of 4 developers to enhance sales funnels, revamp the company website, deploy testing environments, and improve website sustainability.
- Reconstructed sales funnels to improve page load speed and increase lead generation, boosting yearly revenue by $3.4 million.
- Utilized Ionic framework with Angular for a new shopping cart platform, elevating upsell purchases by 11% and enabling Salesforce integration.
- Drove 5 successful product launches, achieving an average of $962,000 in the first week of sales.
- Managed codebase for A/B testing, achieving a 9% increase in revenue from new customers through data-driven optimizations.
- Introduced Google Big Query implementation, streamlining data analysis using SQL for insightful marketing campaign reports.

Website Developer at The Market Press
March 2018 — February 2021

- Developed websites for 5 online businesses and over 20 real estate agents, leveraging custom WordPress templates and plugins to enhance lead generation by 40%.
- Designed wireframes using Adobe software for A/B testing, contributing to an 11% increase in conversions.

🎓 Education

B.S. Information Systems, Application Development, California State University, Long Beach
August 2018 — May 2020

📊 Projects

Macros.ai

- Deployed using React, Tailwind, Node.js, and Vercel, while incorporating GPT-3.5 from OpenAI to create recipe suggestions that assist users in their dieting goals.
- Macros.ai

YouTube Video Player

- React web application mirroring the YouTube user interface, leveraging the YouTube API for search results and video recommendations.
- YouTube App

Details

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Links

LinkedIn
GitHub

Skills

HTML5

CSS3

JavaScript ES6

Angular

React

TypeScript

Node.js

Next.js

PHP

SQL

Amazon Web Services

Google Big Query

WordPress

Shopify

Vercel

Heroku

Git | GitHub

Microsoft Office Suite

Adobe Creative Suite