

Sean McDaniel

Senior Web Developer

INFORMATION

seanhb714@gmail.com

(714) 732-1289

San Diego, CA

[LinkedIn](#)

[GitHub](#)

WORK EXPERIENCE

City Beauty

Senior Web Developer

Woodland Hills, CA | February 2021 - Current

- Worked with the project manager while leading a team of 3 developers to create sales funnels in Angular, redesign the company website, and increase website sustainability.
- Reconstructed sales funnels to improve page load speed and increase lead generation, boosting yearly revenue by \$3.4M.
- Implemented a new shopping cart platform using the Ionic framework with Angular, increasing upsell purchases by 11% while incorporating Salesforce integration. This platform encouraged users to create an account and accumulate reward points, increasing customer retention.
- Led 4 product launches for the company, resulting in an average of \$962k in the first week of sales.
- Successfully managed the codebase for A/B split testing across all products, leading to a 9% increase in new customer revenue through data-driven optimizations.
- Initiated Google BigQuery implementation, facilitating efficient data analysis using SQL and enabling the creation of insightful marketing campaign reports.

The Market Press

Website Engineer

Irvine, CA | March 2018 - February 2021

- Built websites for 5 online businesses and over 20 agents in the real estate industry.
- Created custom WordPress templates and plugins for clients' websites to increase lead generation by an average of 40%.
- Generated wireframes using Adobe software for A/B testing to increase conversions by 11%.

PROJECTS

Macros.ai

- Web application using React, Tailwind, and Node, hosted on Vercel, seamlessly integrating GPT-3.5 from OpenAI for creative recipe suggestions for users to achieve their dieting goals.
- [Macros.ai](#)

YouTube Video Player

- React web application that is designed to replicate the user interface of YouTube. This app implements the public YouTube API provided by google and returns search results from the user's input along with video recommendations.
- [YouTube App](#)

SKILLS

- HTML | CSS | JavaScript ES6
- Angular
- React
- TypeScript
- Node.js
- Next.js
- PHP
- SQL
- Amazon Web Services
- Google Big Query
- WordPress | Shopify
- Vercel | Heroku | Netlify
- Git | GitHub

EDUCATION

Bachelor of Science

Information Systems

California State University,
Long Beach

2018 - 2020