

AALIYAH SYMLAR

PRODUCT
ANALYST/FREELANCE
DEVELOPER

CONTACT

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🌐 [Portfolio](#)

PROFILE SUMMARY

Product Analyst and developer skilled in full-stack, front-end, and mobile development. Experienced in responsive web design, API testing, CMS platforms, product analysis. Adept in Agile and Waterfall workflows, with strengths in debugging, digital marketing, and cross-functional collaboration. Quick learner focused on user-centered solutions and lasting client relationships. Actively transitioning into IT, bringing strong communication skills and a passion for leveraging technology to drive business outcomes.

EDUCATION

2012 - 2017

TENNESSEE TECHNOLOGICAL UNIVERSITY

- Bachelor of Science & Communications

CERTIFICATIONS

2020

VANDERBILT UNIVERSITY

- Full Stack Web Developer

2024

- ISC2 Cert: Security Principles

WORK EXPERIENCE

Product Analyst

2024-PRESENT

- Led the development and implementation of comprehensive marketing strategies that resulted in a 20% increase in brand visibility and a 15% growth in sales within the first year.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.

Vanderbilt University

Training & Support Specialist/Developer

2017 - 2024

- Successfully completed digital marketing projects within time frame and budget constraint by collaborating with marketing and brand teams.
- Leveraged PHP to develop and implement new modules into new design system.
- Led content strategy and QA efforts during Vanderbilt University's digital platform overhaul, including WordPress pattern libraries.
- Organized user training, maintained WordPress content, and managed YouTube channel to improve user experience and engagement.
- Served as junior developer, content strategist, and QA engineer; initiated internal training on the FutureVU design system.

SKILLS

- Project Management
- Analytical Thinking
- Teamwork
- Time Management
- Web Development
- Effective Communication
- Critical Thinking

TECHNICAL PROFICIENCIES

- ReactJS
- HTML,CSS,SASS,JavaScript
- NextJs
- GIT
- VSCode, GitHub,/MySQL,GA4

Freelance Work

- Omarion Worldwide - ReactJs, TailwindCSS - [Omarion Worldwide](#)
- Nashwood Inc - ReactJs, TailwindCSS
- Onward & Upward - Wordpress CMS