TRAM BUI   Amsterdam, Netherlands • (+31) 617-436-979 • tbtrambui@gmail.com • linkedin.com/in/ttbui/

SUMMARY

Results-oriented Digital Marketing Strategist & Web Developer leveraging a rigorous background in scientific research to drive data-backed decision-making. Combines technical proficiency in the MERN stack (React, Node.js, MongoDB) with expertise in Google Analytics 4 (GA4) and SEO to bridge the gap between engineering and growth. Dedicated to building scalable digital solutions and executing precision-targeted campaigns.

CORE COMPETENCIES

Frontend Development: React.js, Tailwind CSS, JavaScript (ES6+), HTML5, CSS3, Bootstrap, Responsive Design, EJS.
Backend Development: Node.js, Express.js, MongoDB, Mongoose, RESTful APIs, Passport.js (Auth), Helmet.js (Security).
Digital Marketing: Google Analytics 4 (GA4), SEO (On-page/Technical), Google Ads, Email Strategy, A/B Testing.
Tools: Git, GitHub, VS Code, Postman, Google Search Console, Terminal, Cloud Deployment (Render/Netlify).

FEATURED PROJECTS

"Plates & Places" Blog Project | *Content Platform & SEO Experiment* | GitHub Repo
- Developed a dynamic blogging engine utilizing **Node.js** for backend routing and **Tailwind CSS** for a responsive, mobile-first reading experience.
- Executed a data-driven content strategy by performing keyword research and implementing on-page **SEO** best practices (meta tags, schema markup) to drive organic traffic.
- Configured **Google Analytics 4 (GA4)** to track user acquisition flows and engagement metrics, analyzing data to optimize affiliate link placement and conversion rates.

Personal Portfolio Website | *Serverless Node.js, Netlify Functions, GA4* | GitHub Repo
- Architected a serverless backend (**Netlify Functions/Node.js**) to handle secure form submissions and email dispatch, replacing traditional server maintenance.
- Engineered **custom GA4 event tracking** to monitor KPIs including lead generation, resume downloads, and project interaction rates.
- Hardened API security against XSS and bots using **server-side input sanitization** and Google reCAPTCHA validation.

YelpCamp | *Capstone project for The Web Developer Bootcamp 2025 (Udemy)* | GitHub Repo
- Engineered a full-stack RESTful application using **Node.js, Express, and MongoDB**, implementing complete CRUD functionality for user-generated reviews.
- Implemented robust authentication and authorization using **Passport.js** and custom middleware to secure user sessions and restrict permissions based on roles.
- Integrated **Mapbox API** for interactive geospatial data visualization and **Cloudinary** for optimized cloud-based image storage to enhance performance.

EDUCATION & CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate | Coursera   *2025*
The Web Developer Bootcamp 2025 | Udemy   *2023 - 2025*
Bachelor of Arts, Chemistry & Biology | St. Olaf College, MN   *May 2018*

WORK EXPERIENCE

Independent Professional Development & Sabbatical | *Amsterdam, Netherlands*   *Nov 2022 – Present*
- Technical Upskilling: Dedicated full-time focus to transitioning careers, completing 300+ hours of Full-Stack Development and Digital Marketing training (2023–2025).
- Relocation & Management: Managed complex logistics for international moves (Vietnam → Netherlands) and oversaw a major home renovation project, managing budgets, timelines, and contractors.

Business Co-owner | Tare Hanoi Store | *Hanoi, Vietnam*   *Nov 2020 - Nov 2022*
- Directed operations, bookkeeping, and inventory; executed marketing strategies to drive customer acquisition.

Staff Research Associate | University of California, Berkeley | *Berkeley, CA*   *Sep 2018 - Oct 2020*
- Executed sequencing library generation (DNA-seq, RNA-seq) and quality control; analyzed data and optimized protocols to troubleshoot technical issues for client deliverables.