

Peter Quinn
Full Stack Engineer
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Professional Summary:

Accomplished Full Stack Engineer with over 7 years of in-depth experience, blending expertise in software development with a strategic focus on data analytics, SEO, blockchain technologies, and the cutting-edge realms of AI. My career is distinguished by a proven track record of driving business growth and enhancing user engagement across the e-commerce spectrum, from small startups to large corporations. I excel in leveraging data-driven insights to inform decision-making and implement innovative solutions that cater to both B2B and B2C markets.

A forward-thinker in blockchain and generative AI, I have spearheaded the creation of cutting-edge Non-Fungible Tokens (NFTs), marketplaces, and AI-driven applications, positioning businesses at the forefront of digital asset trends and automation. My exploration into IoT has enabled me to develop interconnected systems that enhance operational efficiencies and create dynamic, user-centric experiences.

My agile project management skills ensure efficient team collaboration and the seamless execution of complex projects, consistently delivering results that exceed business objectives. My technical prowess is complemented by a strong capability in technical writing, where I have produced a wide array of content, from detailed technical documentation to compelling blog posts, significantly improving organizational communication and amplifying the online visibility of brands.

Experience:

Full Stack Engineer, The Mint Cannabis – Tempe, AZ
January 2024 - Present

mintdeals.com

In my current role at The Mint Cannabis, I leverage my extensive experience as a Full Stack Engineer, focusing on enhancing digital platforms and data analytics within the cannabis industry. Working closely with the corporate office and directly with the owners, I play a pivotal role in strategic decision-making and technology implementation. Additionally, I am an integral part of the marketing team, responsible for crafting and sending over 60 Thousand personalized emails daily to customers across multiple states where we operate. This effort is crucial for maintaining engagement, promoting our products, and driving sales.

My key responsibilities include:

E-commerce Platform Optimization: Developing and optimizing e-commerce platforms to improve user experience and operational efficiency.

Data Analytics Implementation: Implementing data analytics frameworks to derive actionable insights from large datasets, driving strategic business decisions.

Strategic Collaboration: Collaborating closely with the corporate office and engaging in daily meetings with the owners to discuss and manage multiple ongoing projects, ensuring alignment with business objectives and timely delivery.

Technical Translation and Communication: Acting as the translator for the technical side during meetings, bridging the gap between technical and non-technical stakeholders to ensure clear understanding and alignment on project goals and technical capabilities.

App Development and Feature Innovation: Playing a key role in the development of the company's app, where my opinions on feature additions and improvements were considered and implemented, contributing to a product that truly meets user needs and business goals.

Marketing and Customer Engagement: Actively participating in marketing strategies and executing daily email campaigns to engage customers and promote our presence across multiple states, significantly contributing to customer retention and sales growth.

Lead Web Developer & SEO Specialist, Tri-Tek Electronics – Mesa, AZ

November 2023 - Present

- Responsible for the development and optimization of e-commerce websites including tritekexpress.com, tritekelectronics.com, and lowvoltageparts.com.
- Utilize digital marketing tools such as Google Console, Google Merchant Center, and Google Ads to enhance online visibility and drive sales.
- Manage database operations and migrations across platforms like Shopify, Big Commerce, and Joomla.

Lead Web Developer & SEO Specialist, Nomadic Cooling – Phoenix, AZ

January 2023 - November 2023

- Spearheaded digital strategy and performance enhancement initiatives in partnership with the CEO at [Nomadic Cooling](https://nomadiccooling.com), significantly amplifying the company's digital footprint.
- Championed the development of cutting-edge web applications, showcasing Nomadic Cooling's dedication to quality and innovation.
- Implemented a comprehensive data-driven approach to website management, focusing on insightful B2B/B2C sales analytics for strategic decision-making and optimization.
- Employed advanced tools like heatmaps and live analytics to refine site functionality and user experience, ensuring strategic alignment with business goals.
- Led the design and execution of effective sales strategies in collaboration with the design team, resulting in conversion-optimized pages that align with the brand's identity.
- Masterminded SEO and content strategies, significantly enhancing site performance, online visibility, and user engagement.
 - **Notable Achievements:**
 - Elevated organic web traffic by 30%, solidifying the brand's online presence and reach.
 - Drove a 25% increase in sales conversions, markedly contributing to the company's revenue growth.
 - Successfully decreased website bounce rates by 20%, indicating enhanced user retention and engagement.
 - Accelerated weekly site visits from 350 to 3,000 within two months, demonstrating remarkable growth in audience reach and engagement.

Freelance Front-End Web Developer, Quick Organics

August 2022 - February 2023

- Led front-end development using TypeScript and ReactJS.
- Integrated with Python back-end using Axios.

Healthcare Data Analyst & Web Developer, Syllogistic Healthcare Consulting LLC

2018 - 2022

- Analyzed healthcare data, deriving insights and actionable recommendations.
- Employed statistical analysis and data visualization to discern trends in healthcare processes.

Education:

Full Stack Web Development Certification

University of Arizona, Tucson, AZ | December 2020 - May 2021

Skills & Expertise:

- **Senior Prompt Engineering:** Crafting sophisticated prompts for AI applications in SEO, web design, and data analytics. Experienced in leveraging generative AI for content creation and automation processes.
- **Technical Skills:**
- **Programming Languages & Frameworks:** JavaScript, TypeScript, Rust, Solidity, ReactJS, Next.js, HTML/CSS, Node.js, Express.
- **Databases:** MongoDB, MySQL, NoSQL, SQL Server.
- **Blockchain:** Development of NFTs, understanding of crypto hashes, and managing cryptocurrency transactions.
- **AI & Machine Learning:** Utilization of AI/ML libraries for developing generative AI applications and data analysis.
- **Internet of Things (IoT):** Experience in developing interconnected systems that enhance operational efficiencies and user experiences.
- **Platforms:** Proficient in Shopify, Wix, WordPress, and experienced in integrating and optimizing e-commerce platforms for business growth.
- **DevOps & Cloud:**
- **Cloud Services:** AWS (Amazon Web Services), with a focus on deploying scalable and secure cloud solutions.
- **Containerization & Version Control:** Docker for containerization, Git for version control and collaboration.
- **SEO & Digital Marketing:**
- **SEO:** Expertise in keyword optimization, backlink construction, and competitor analysis.
- **Digital Marketing Tools:** Proficient use of Google Console, Google Merchant Center, and Google Ads to enhance online visibility and drive sales.
- **Email Marketing:** Developed and executed targeted email marketing campaigns to engage customers and promote products across multiple states.
- **Data Analysis:**
- **Healthcare Data:** Analyzed healthcare data, providing insights and actionable recommendations.
- **Statistical Analysis & Data Visualization:** Employed statistical analysis and data visualization tools to discern trends and inform business strategies.
- **Project Management:**
- **Methodologies:** Agile, Scrum, with practical experience in using Wrike for project management.
- **Collaboration & Leadership:** Led cross-functional teams in a dynamic environment, ensuring projects align with business objectives and are delivered on time.