

MICHAEL ANDERSON

Web Platform Engineer

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I am a Web Platform Engineer with a unique background in marketing technology and over 5 years of experience developing data-driven web applications. My expertise lies in creating platforms that enhance customer engagement and drive marketing strategies. I have a solid understanding of both front-end and back-end development, allowing me to build comprehensive solutions that effectively meet business needs.

WORK EXPERIENCE

Web Platform Engineer | MarketTech Innovations

Jan 2022 – Present

- Developed a marketing automation platform using Vue.js and Ruby on Rails.
- Integrated analytics tools to track user engagement and campaign performance.
- Collaborated with marketing teams to gather requirements and develop features.
- Optimized application performance, resulting in a 40% reduction in load times.
- Conducted A/B testing to enhance user experience and conversion rates.
- Maintained documentation for application updates and user guides.

Front-End Developer | Creative Marketing Solutions

Jul 2019 – Dec 2021

- Assisted in developing responsive marketing websites using HTML, CSS, and JavaScript.
- Collaborated with designers to create visually appealing user interfaces.
- Implemented SEO strategies to improve website visibility and traffic.
- Supported the development of user tracking features for marketing analysis.
- Participated in website maintenance and content updates.
- Conducted user testing to refine web features and improve usability.

SKILLS

Vue.js Ruby on Rails HTML CSS JavaScript Analytics SEO A/B Testing

EDUCATION

Bachelor of Science in Marketing Technology from Business University

2015 – 2019

University

ACHIEVEMENTS

- Helped launch a platform that increased customer engagement by 30%.
- Received recognition for innovative marketing solutions in 2019.
- Contributed to a project that doubled conversion rates through effective design changes.

LANGUAGES

English Spanish French