JOSHUA ALLAN

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SUMMARY

Innovative Full Stack Engineer with expertise in both software development and digital marketing. Offering 10+ years of professional marketing experience, coupled with nearly three years of professional developer experience. Quick to learn and master new technologies, and able to work in both team- and self-directed environments. My primary focus is to build responsive user interfaces, while also designing and implementing scalable back-end systems.

DEVELOPER EXPERIENCE

Full-Stack Software Engineer   April 2021 - Present

Paymerang, Richmond, VA

- Responsibilities
  - Built responsive user interfaces using React (JavaScript/Typescript and Remix framework), while also designing and implementing scalable back-end systems using Hasura (GraphQL & SQL).
  - Collaborated closely with cross-functional teams, including product managers, designers, and other engineers, to ensure that my work aligns with the company's business goals and user needs.
- Accomplishments
  - Rebuilt Paymerang's signature service (Payment Automation) on React using the Remix framework to be faster, more secure, and more efficient for users
  - Launched a new onboarding service to cut down implementation time for new clients from a few weeks to just a couple days
  - Replaced old data source and API calls with Hasura (GraphQL) endpoints that hit our Amazon Aurora (PostgreSQL) database.

EDUCATION

Coding Certificate: University of Richmond (Richmond, VA)

Developed the skills necessary to develop full-stack (MERN) applications, implement RESTful APIs, and perform end-to-end tests in a 24-week boot camp environment.

Bachelor of Arts: Brigham Young University (Provo, UT)

Communications major, with an emphasis in Advertising.

SKILLS

Languages: JavaScript/Typescript, HTML, CSS, SQL, PostgreSQL, GraphQL

Technologies: React/Remix, Hasura, AWS, Node.js, Tailwind CSS, Jest/Vitest, Git, Azure

ADDITIONAL EXPERIENCE

Director of Customer Marketing
2018 – 2020

FreshLime, Lehi, UT
- Defined the company's mission & purpose in a brand foundation booklet.
- Rebuilt the company website using Wordpress, taking lead on both content & development.
- Launched a company-wide referral marketing program.
- Implemented a webinar series to drive demand generation and increase sales.

Chief Brandsmith
2017 – 2019

Moniker Branding, Provo, UT
- Acted as Managing Partner of the startup branding agency.
- Created and updated company digital presence to enhance marketing efforts through a professional website, and optimized social media profiles.
- Oversaw the agency's brand and marketing efforts to enhance its visibility and reputation.
- Guided clients through a structured branding workshop, facilitating the development of their brand story.

Director of E-Commerce
2016 – 2017

BetterBody Foods, Lindon, UT
- Established and launched the company's first e-commerce strategies and channels (Amazon.com, Walmart.com, and BetterBodyFoods.com), and increased annual sales by over $600k.
- Managed relationships with several marketing agency partners, and acted as Interim VP of Marketing for 3 months.

Digital Marketing Specialist
2015 – 2016

Revere Health, Provo, UT
- Cultivated and managed relationships with various online marketing vendors.
- Executed and delivered on inbound marketing strategies.
- Supervised all aspects of website updates, including design, content, and technical enhancements.
- Developed comprehensive online marketing campaigns for physicians/clinics, encompassing blog posts, pay-per-click ads, and email nurture campaigns.

Enterprise SEO Analyst
2010 – 2015

OrangeSoda, American Fork, UT
- Successfully contributed to the growth of national brands and organizations through effective organic marketing strategies.
- Played a key role in removing Google penalties from client websites.
- Led the planning of content marketing strategies and performed detailed website analyses, implementing onsite optimizations for SEO clients.
- Provided training to other SEO strategists within the company and created templates, including website analysis and landing page optimization templates, used throughout the organization.