STANISLAV LEVITT

New York, NY | (248) 842-8204 | stanislavlevitt18@yahoo.com | Linkedin | Github | Portfolio Site

Key Skills

Technical: JavaScript, React, Redux, Node.js, Express,Sequelize, PostgreSQL, Firebase, Git, HTML, CSS, Mocha, Chai
Software: Microsoft Suite, Google Adwords & Analytics, Indesign, Photoshop, Adobe Marketing Cloud, Omniture
Language: Fluent Russian, Proficient Spanish

Projects

Codenames | **Full Stack Developer** | **Github** | **Codenames.com**
Online adaptation of the popular board game connecting people during social distancing, firebase deployed
- Using Firebase, implemented real-time communication between players in a specific game room
- In the front-end, utilized Firestore connect to sync all players in a game to one document in the database
- **Technologies used:** React, React-Router, Redux, Node, Firebase, Google OAuth

TechTracker | **Full Stack Developer** | **Github** | **TechTracker.com**
Ecommerce website for buying the latest technological devices, deployed using Heroku
- Created admin functionality and components using React forms and Redux, as well as assisted in cart functionality which is managed through Redux and persisted over sessions using local storage
- Designed custom Sequelize model methods and secured backend routes via custom auth middleware
- **Technologies used:** React, Redux, Sequelize, Express.JS, PostgreSQL, Google OAuth

Work Experience

National Hockey League | New York, NY
Product Manager - Feb 2015 - Oct 2018
- Implemented new SEO and site **optimization practices that led to an average of 25% year-over-year growth** for both page views and video starts across the six sites.
- **Increased organic search by encoding keywords and geo-targeting** on each page of the websites which resulted in an average gain of 19% unique visitors from the previous year.
- **Debugged code in CMS system MLB BAMTech** to resolve website/app issues; built widgets for website use using HTML/CSS/vanilla JS.
- Led and mentored staff on content planning, production, and placement across different digital mediums.
- Increased conversion rates with personalized marketing strategies driven by social engagement analytics and optimization.
- Involved in the app and website layouts decision process.

Digital Producer - Oct 2013 - Feb 2015
- Produced editorial/video content for NHL.com's subsidiary site.

Ogilvy & Mather | New York, NY
Digital Strategy Intern - May 2012 - Aug 2012
- Conducted social media research and supported the creative director and the IBM strategy team in the planning and developing of digital advertisements and out-of-home Ads for the "2012 US Open Tennis" campaign.

Digital Intern - May 2011 - Aug 2011
- Conducted extensive keyword research to aid the IBM strategy team in building SEM plans.
- Researched user engagement over social media with US Open players to support developing a content strategy for the "2011 US Open CourtConnect" project.

Education

Fullstack Academy | New York, NY | Dec 2019 - April 2020
Full-Time Web Development Immersive Program

Google | New York, NY | Aug 2017 - Oct 2018
Google Adword Certificate | Google Analytics Certificate

General Assembly| New York, NY | Dec 2017 - Feb 2018
Digital Marketing Circuit

Michigan State University | East Lansing, MI | Graduated May 2013
Bachelor of Arts in Advertising