

RYAN PEARSON

Senior Web Developer

SKILLS

Next.js, React, TypeScript,
PHP, HTML, CSS, SCSS,
PostCSS, Tailwind,
Bootstrap, GraphQL, SQL,
webpack, WordPress,
Sanity.io, Git, Google
Analytics & Tag Manager,
AB Testing, Clarity, Figma



EDUCATION

B.A. in Economics
Technology Management
Program Certificate
**University of California
Santa Barbara**
2007-2011

CS50 Certificate
Harvard
2020

 RyanPinPB@gmail.com



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RyanPearson.website



linkedin.com/in/ryanpinpb

EXPERIENCE

Ascent Funding | San Diego, CA | March 2021 – Current

Senior Web Developer *promoted from UX Front End Developer*

Full Stack development with Next.js, React, TypeScript, PHP, SQL, GraphQL, WordPress, Sanity, Tailwind, Bootstrap, PostCSS and SCSS. Integrating APIs and sharing data across websites and a react-native app. Improved UX with A/B Testing. Optimized code and tech for Dev Experience, maintainability and scalability. SQL database management, schema and SEO, GTM and GA. GitHub and Vercel version control and CI/CD. Figma and ClickUp for collaboration.

Pearson Digital Marketing | San Diego, CA | Sept 2019 – Current

Founder

Managed full-cycle design, web development, content and SEO for clients. Git version control, mobile first websites with responsive layouts. Managed server specifications and front-end code per Google's Lighthouse audit for performance and accessibility. Custom WordPress themes with Webpack to bundle JavaScript and SCSS with Hot Module Replacement. React/Gatsby SSG, ChakraUI, fetching WordPress data via GraphQL, deployed on Netlify / Github.

1 Point 21 Interactive | San Diego, CA | Dec 2018 – Aug 2019

Digital Account Manager

Consulted clients on website, SEO, content, GMB and PPC marketing strategy. Provided WordPress and analytics training to clients for new sites. Some HTML & CSS edits. Google Analytics, Google Ads and Gravity Forms. Managed around 40 clients at a time with reporting and consulting.

LaJollaAgent.com | San Diego, CA | Apr 2015 – Sept 2018

Digital Marketing Strategist

Created and proofed campaigns: development of custom property websites, Mailchimp E-blasts, social media, blog posts, postcards and other print media. Google and FB Ads lead management, HTML & CSS edits for landing pages.

National Funding | San Diego, CA | July 2014 – Apr 2015

Business Finance Consultant

Sales – Inbound and outbound for business loans – Experience with Salesforce. Credit and financial statement analysis. Handled 100's calls/week.

Heller Real Estate Group | Encinitas, CA | Feb 2013 – July 2014

Digital Marketing Specialist

Digital marketing strategies and lead conversion along with realtor duties. Generated leads and increased business' online presence.

LaJollaAgent.com | San Diego, CA | Apr 2011 – Jan 2013

Digital Marketing Assistant

Built WordPress website w/ API integration for San Diego's MLS. Resolved technical problems like database management and improved operations.