

# Hoai-Quoc Vinh

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## PROFESSIONAL SUMMARY

I am a passionate, driven, and results-oriented front-end web developer and software engineer with a decade of experience in developing front-end web content, creating interactive experiences via JavaScript, managing projects from inception to deployment, setting up and tracking analytics for measurable KPIs, and creating a tech-forward web experience using modern technologies and frameworks.

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## WORK EXPERIENCE

**Under Armour** | Baltimore, MD/Remote

### Software Engineer - Frontend

**Oct '21 - April '26**

- Added to e-commerce analytics via tag management through Tealium, increasing coverage of web analytics for more accurate tracking and reporting
  - Optimized the add-to-cart functionality for product pages on a React and Next.js e-commerce platform, clarifying product availability to enhance customer experience significantly
  - Maintained CoreMedia content management system integration and development of web components into the React platform
  - Engineered new components and integrations within the Amplience content management system using React and GraphQL, enhancing user experience and improving content editor functionality by migrating 15 existing components and creating new schemas
  - Contributed to 60% increase in Core Web Vitals through image and content loading optimizations between CMS and website, by delivering improvements to image and video loading on the site
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**BHLDN** | Philadelphia, PA

### Manager, Web Production and Development

**Nov '19 - Oct '21**

- Managed the web team (web content and web product staff) for the successful bi-monthly web content updates, weekly product launches, and daily marketing emails
  - Crafted engaging web content for the homepage and landing pages using HTML, CSS, and JavaScript, enhancing user experience and receiving positive feedback while improving search engine optimization through effective live text integration
  - QAed & managed website improvements with the e-commerce platform vendor
  - Facilitated data-driven marketing strategies by leveraging Google Analytics to optimize delivery audiences, ensuring maximum site uptime
  - Enhanced personalized customer experience and boosted click-through rates by implementing A/B testing and dynamic recommendations through Dynamic Yield
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**BHLDN** | Philadelphia, PA

### Junior Developer/Senior Content Producer

**Sep '15 - Nov '19**

- Developed email and website code for daily emails and twice monthly homepage and landing page updates
- Executed bi-monthly website audits through meticulous manual inspections, identifying usability issues to significantly enhance user experience
- Orchestrated website enhancements in partnership with e-commerce system vendors and a web production team of 3 colleagues, significantly elevating user experience and reducing customer inquiries through effective ticket management and quality assurance

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**Ink-it Digital/Marketing Salon | Philadelphia, PA**

**Web Developer and Design Consultant**

**Jul '14 - Aug '15**

- Developed, deployed, and maintained multiple client websites utilizing Wordpress CMS and available plugins often requiring some level of customization to fit customer needs
  - Prototyped websites to present to possible clients via Wordpress.com sites, leveraging various available plugins
  - Managed client communications, coordinated designers with projects for Marketing Salon
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**PROJECTS**

**Under Armour | Baltimore, MD/Remote**

**CMS Replatform**

**Jan '25 - Present**

Assisted in transition from CoreMedia CMS to Ampliance CMS via development of frontend components, creation of content schemas, and transformations of CMS data via GraphQL layer for frontend ingestion

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**Under Armour | Baltimore, MD/Remote**

**Jan '23 - Jan '25**

**E-Commerce Replatform**

Assisted in the development and launch of a refreshed web app/platform on React/NextJS

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**BHLDN | Philadelphia, PA**

**E-Commerce Replatform Project Management**

**Jan '19**

Led transition, QA, and project management of the transfer of the BHLDN website to a new e-commerce platform.

**BHLDN | Philadelphia, PA**

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**BHLDN | Philadelphia, PA**

**Google Tag Manager**

**Jan '19 - Jan '21**

Developed and maintained tracking infrastructure using Google Tag Manager for E-Commerce tracking and vendor integrations

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**SKILLS**

Frontend: Javascript, React, Next.JS, TypeScript, GraphQL, CSS3

Backend: Node.js, PHP, Wordpress

Tools: Git & Github, Google Tag Manager, Google Analytics, Tealium, CI/CD, Jest/Unit testing

Other: Team & project management, Photoshop, Ecommerce

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**EDUCATION**

**Temple University | Philadelphia, PA**

**Bachelor of Arts in Theater**

**Jul '09 - Dec '13**

Focused on technical lighting design