Tate Mouser

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WORK EXPERIENCE

Lifeguard Press Inc.   **May 2024 – Present**
E-Commerce and Social Media Specialist   *Bowling Green, KY*
- Lead content creation for Amazon and Shopify storefronts, utilizing SEO and targeted marketing strategies to increase visibility and sales.
  - Enhanced product page conversions through A/B testing and keyword optimization.
  - Orchestrated email campaigns and media content to drive customer engagement and retention.
- Engineered, tested, and optimized listings to improve organic search rankings and maximize conversions.
- Crafted compelling marketing materials across digital and print channels, supporting campaigns with high-quality creative assets.

PERSONAL PROJECTS

Community Pickleball Site   **July, 2024 – Present**
- Launching March 1st, 2025, with plans for deployment across 30+ courts.
- Deploying QR codes at courts for players to scan, log games, and access local Elo leaderboard rankings.
  - React / Node.js / Firebase / Bootstrap / REST API
- Integrating security features like MFA, RBAC, and encryption to protect player data.
- Applied Agile practices, leveraging Git and a CI/CD pipeline to ensure iterative and fast development.
- Conducting usability testing with players, refining features based on real-world feedback.

Swipe Shopping Application   **March, 2024 – June, 2024**
- Developed a shopping app with a Tinder-style swipe interface for adding or skipping items.
  - React / Node.js / MySQL / JWT
- Used Agile sprints for iterative improvements and conducted load and end-to-end testing with an automated pipeline for quality assurance.
- Enhanced feature tracking with commit documentation and version control, ensuring efficient collaboration.

EDUCATION

Western Kentucky University   **Expected: May, 2025**
Bachelor of Science, Computer Science   *Bowling Green, KY*
- **Relevant Coursework:** Database Management Systems, Web Programming, Unix, Big Data, Programming Languages, Data Structures, Algorithm Analysis, Intermediate Software Project
- **Clubs & Activities:** Member of the Association for Computing Machinery, Business Administration Club, and Collegiate Entrepreneurs

SKILLS

HTML, CSS, JavaScript, TypeScript, Python, PHP, Java, Swift, C#, C, Haskell, MATLAB, React.js, Node.js, Express, Django, Flask, Tailwind CSS, OpenCV, Selenium, Canva, MySQL, SQLite, Firebase, Git, Docker, NPM, Cloudflare, Axios, JUnit, Unix

See more of my work and projects at tatemouser.com.