DAVID COX

Full-Stack Engineer | AI Integration Specialist | Digital Marketing Strategist

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PROFESSIONAL SUMMARY

Results-driven **Full-Stack Engineer** with **20+ years** of experience building scalable web platforms and **5+ years** of digital marketing strategy expertise. Fluent in **AI integration** and **AI agentic workflow design**, leveraging tools such as ChatGPT, Gemini, Claude, and autonomous AI pipelines to accelerate development cycles and drive measurable business outcomes. Proven mentor, team leader, and e-commerce architect with a passion for the entertainment industry and emerging technology.

AREAS OF EXPERTISE

▪ AI Prompt Engineering	▪ AI Agentic Workflow Design	▪ Digital Marketing Strategy (5+ yrs)
▪ SEO & Conversion Rate Optimization	▪ Full-Stack Web Development (MERN/MAMP/JAM)	▪ E-Commerce Platform Architecture
▪ Team Leadership & Mentoring	▪ Content Marketing & Brand Strategy	▪ Website Performance & Analytics
▪ Google Ads & Google Analytics	▪ UX/UI Design & User Flow Optimization	▪ Agile / SCRUM Methodology

TECHNICAL PROFICIENCIES

AI & Automation	AI Prompt Engineering · AI Agentic Design · ChatGPT · Claude · Gemini · LLM Integration · AI-assisted Development
Marketing & SEO	Google Ads · Google Analytics · Google Search Console · SEO Strategy · Content Marketing · CRO · Email Campaigns · Social Media Strategy· AEO Strategy
Frontend	React.js · JavaScript (ES6+) · HTML5 · CSS3 · jQuery · Bootstrap · Gatsby · Next.js
Backend	Node.js · PHP · MySQL · MongoDB · PostgreSQL · REST APIs · AJAX · JSON · GraphQL· GCP
Platforms & Stacks	MERN · MAMP · JAM Stack · WordPress · Shopify · BigCommerce · HubSpot CMS
DevOps & Tools	Git · GitHub · GitLab · Google Cloud · Jira · SCRUM/Agile · PDCA
Media & Creative	Audio Mixing & Editing · Entertainment Production · A/V Systems

PROFESSIONAL EXPERIENCE

Full-Stack Web Engineer

July 2021 – Present

The Joy Factory | Irvine, CA

E-commerce platform development, AI-enhanced workflows, SEO, and conversion optimization for a digital retail brand.

- Accelerated website traffic by 110% through strategic redesigns combining UX best practices with SEO and content marketing techniques.
- Integrated AI tools (ChatGPT, Gemini, Claude) into development and troubleshooting workflows, reducing resolution time by an estimated 30% and increasing team output.
- Designed and executed AI-assisted agentic workflows to automate repetitive QA and content tasks, freeing engineer bandwidth for high-value features.
- Developed and managed Google Ads and analytics campaigns, improving CTR and driving measurable improvements in e-commerce conversion rates.
- Reduced bounce rates 20%+ by deploying targeted patch sets and optimizing page-load performance across MERN, MAMP, and JAM stack environments.
- Introduced SCRUM, PDCA, and Stand-Up methodologies, improving sprint velocity and cross-functional collaboration.
- Maintained 100% SLA compliance through proactive stakeholder communication and milestone management with C-suite leadership.
- Implemented Google Cloud infrastructure, SEO analytics, and UX improvements that boosted user engagement rate by 10%+.

Teaching Director Assistant — MERN Stack Coding Bootcamp

Aug 2019 – 2024

UC Irvine Continuing Education | Irvine, CA

Coaching and curriculum delivery for a 24-week full-stack MERN bootcamp in classroom and remote environments.

- Mentored 24+ students per cohort across JavaScript, React.js, Node.js, MySQL, MongoDB, REST APIs, Bootstrap, GitHub, and HTML/CSS.
- Incorporated AI-assisted learning resources and prompt-engineering exercises to prepare students for the modern AI-augmented development environment.
- Maintained 5/5 student satisfaction ratings through clear instruction, timely feedback, and individualized 1:1 support for at-risk learners.
- Managed curriculum repository in GitLab/GitHub, collaborating closely with lead instructors to update content for emerging technologies.

Full-Stack Engineer / CEO

Jan 2016 – Present

Daventertainment.com | Tustin, CA

Owner-operated digital agency delivering web development, content marketing, and SEO services to SMB clients.

- Developed and executed digital marketing strategies including SEO, Google Ads, and content marketing campaigns, achieving 5+ years of hands-on client-facing marketing experience.
- Grew client website traffic an average of 40% by combining technical optimization with data-driven content marketing strategy.
- Leveraged AI prompt engineering to streamline content creation, copywriting, and ideation workflows, significantly reducing project turnaround time.
- Built and deployed web applications across MERN, JAM, and MAMP stacks for clients spanning entertainment, retail, and services sectors.
- Managed Google Ads campaigns with iterative A/B testing, improving CTR and reducing cost-per-acquisition for clients.

Front-End Engineer (Contract)

Jan 2018 – Jan 2020

Worldwide Express | Dallas, TX

- Increased website visitors by 80% through state-of-the-art UI redesigns and SEO-aligned content strategy.
- Improved data processing efficiency 75%+ by developing optimized database-driven web applications.
- Streamlined front-end architecture using PHP, SQL, JavaScript, and modern frameworks, reducing development cycle times.
- Delivered 100% SLA compliance coordinating cross-functional milestones with Jira, Zoom, and C-suite stakeholders.
- Introduced workflow diagrams and design patterns that contributed to a 30% increase in average final sale value.

Entertainment Director Assistant

Jan 2000 – 2020

Hornblower Cruises & Events | Newport Beach, CA

- Led and managed 30+ staff members across live event productions, delivering consistent 5-star guest experiences.
- Personally handled all field audio mixing for up to 6 live productions per month, minimizing outsourcing costs.
- Coordinated vendor relationships and yacht logistics, saving an average of $500 per event through skilled negotiation.
- Produced and DJ music events for parties of up to 500 guests weekly, driving repeat business and upsells.

EDUCATION & CERTIFICATIONS

Full-Stack MERN Developer Certification · University of California, Irvine — Irvine, CA *2019*

Music & Art Technology · Orange Coast College — Costa Mesa, CA

SELECTED PROJECTS

- SEO & Google Business Integration (G-Suite, Google Analytics, Google Cloud) — outdoorlifedesign.com
- Shopify E-Commerce Store (Print-on-Demand, Custom Theme, Product Design) — skatershigh.com
- MAMP Hybrid E-Commerce (WordPress + BigCommerce) — thejoyfactory.com
- daventertainment.com uses Next.js, GSAP, React, and Typescript

References available upon request