

# Anthony Ferguson Jr.

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## Professional Summary

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Experienced developer with over 12 years of proven results and strong leadership capabilities. Adaptable, quick to learn, expert problem-solving skills and consistently delivering effective solutions that drive innovation and exceed expectations. Possessing over three years of specialized Conversion Rate Optimization (CRO) experience that influences UI/UX coding practices and SEO strategies.

## Skills

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- HTML5/CSS3, SCSS, JavaScript
- PHP, JSON, REST, VBScript, Java, C#
- Frameworks & Libraries: D3, Bootstrap, AJAX, JQuery, React
- CMS: IBM WCM, Documentum, Teamsite, PM5, OpenCart, WordPress, CheckoutChamp
- Jira, Asana, Wrike, Confluence, ALM, Trello, Git, GitHub, GitLab, Bitbucket, SourceTree
- Adobe Products, Microsoft Office suite, VS Code, Figma, Zeplin, AWS S3, BrowserStack, PuTTY, Jenkins
- Google Analytics 360, GTM, WebTrends, IBM Core Metrics, CRO and A/B testing, Optimizely, Alchemer

## Experience

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### Performance Golf (Remote)

*Sr. Front End Developer, CRO Specialist*

*Jul. 2023 – Present*

- Implemented a complete responsive redesign of the primary .com website, using SEO best practices. Built and integrated a hybrid e-commerce solution connecting WordPress and CheckoutChamp utilizing HTML, CSS/SCSS, JavaScript, JQuery, and Bootstrap 4 frameworks.
- Coded and launched over 180 A/B tests within the first 12 months and implemented over 50 wins both in single pages and site wide implementation. All testing within the first year resulted in an estimated \$21.6MM in annualized gross margin impact.
- Utilized GTM for sitewide banners, performed regular site updates and fixes, created blog posts and new pages as needed. Modified React components for members site for bug fixes and improvements.
- Restructured work environments, organized WP pages and Media, revamped A/B testing structure providing a more clear and organized approach, created complete end to end PM punch list for project life cycle as well as full Ecomm site conversion requirements.
- Discovered and diagnosed multiple issues that would have resulted in loss of sales and failed launches.

### Metabolic Living (Remote)

*Sr. Front End UI Developer, CRO Specialist*

*Feb. 2021 – Jul. 2023*

- Enhanced funnels, e-commerce, and subscription sites through effective A/B testing utilizing HTML, CSS, JavaScript, jQuery, Bootstrap 4 & 5, and PHP.
- Successfully executed over 500 split tests with a 1/3 overall win rate, resulting in an annualized projected revenue increase of \$24.7MM, which is cut in half of the actual projected value.
- Revitalized two .com sites with responsive redesign, achieving a 57% surge in users, an 83% rise in new users, a 24% reduction in bounce rate, and a 268% boost in revenue.
- Collaborated with multiple departments to augment site functionality, providing support to QA, creating comprehensive test plans and documentation.
- Led diverse projects encompassing complete site analysis, bug detection, QA test cases and scenarios, daily email reports, time estimation, Jira ticket management, and hands-on bug fixes and enhancements.

### Canon U.S.A., Inc. (Melville, NY)

*Front End Web Developer, Sr. Specialist*

*Jan. 2018 – Feb. 2021*

- Led a high-performance team responsible for content migration, UI/UX design, and development of a new portal for dealers using IBM WCM. Effectively utilized Jira and ALM for user stories and QA processes.
- Orchestrated seamless collaboration among business, IT, and product groups to address challenges, ensure smooth data transfer, and deliver a tailored user experience specifically designed for the dealer audience.
- Developed dynamic real-time monitors using D3, AJAX, HTML5, CSS3, and JavaScript and utilizing GA3s API providing up-to-the-minute reporting on sales and web traffic, enabling data-driven decision-making.
- Designed and engineered a custom project management web application, employing innovative architecture to streamline processes and optimize project workflows.
- Constructed multiple landing pages from the ground up, crafting custom solutions for efficient handling of large data sets on these pages, including JSON file reads through AJAX, enhancing performance and user experience on the corporate site.

*Web Maintenance, Specialist*

*Nov. 2015 – Jan. 2018*

- Leveraged expertise in Teamsite to upload, manage, and maintain the Canon Dealer Extranet site, ensuring seamless content delivery for all dealers.
- Spearheaded and guided a cross-functional special projects team, harnessing the collective skills of coworkers to develop cost-effective solutions that drove company success.
- Designed and implemented multiple VBA macros in Excel, streamlining reporting processes and enhancing efficiency, while also assisting the QA team with making quick work of mundane tasks.
- Demonstrated resourcefulness by developing innovative solutions within the limitations of a legacy 14+ year old system, enabling the creation of engaging Microsites.
- Managed and mentored a team of interns, providing valuable guidance on business practices, coding techniques, and life skills.

*Web Developer, Consultant*

*Mar. 2015 – Nov. 2015*

- Played a key role in content migration and contributed to UI/UX enhancements for the corporate website, ensuring a seamless user experience.
- Developed multiple standalone pages using HTML5/CSS3 within the Documentum platform, empowering product groups to effectively showcase their offerings.
- Actively participated in the successful launch of new products on the main consumer site, contributing to increased visibility and engagement.
- Created an ad-hoc C# standalone executable file to help automate pulling in GA3 data.

**MKTG Inc. (East Islip, NY)**

*Programmer*

*Aug. 2012 - Mar. 2015*

- Proficiently created and administered online surveys, ensuring accurate data collection and analysis.
- Demonstrated expertise in front-end development by utilizing HTML5, CSS3, VBScript, JQuery, and JavaScript to craft engaging and user-friendly interfaces.
- Customized survey templates to meet client specifications to achieve desired aesthetics and functionality.
- Created and modified SQL statements and VBScript macros in Excel to compile, extract, and modify survey data, facilitating streamlined data management and analysis.
- Excelled in managing multiple concurrent projects, effectively prioritizing tasks and optimizing time utilization.

## Education

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### SUNY Old Westbury

*Old Westbury, New York*

*May 2011*

- B.S., Computer and Information Science (3.3 GPA)
- Key classes:
  - System Design, Software Engineering, Internet and Web Technology, Data Structures and Algorithms
- Key Skills:
  - Java, JSP, JDBC, MySQL, JavaScript, HTML/XHTML, AJAX, CSS, Netbeans/Eclipse

## Honors

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### Canon U.S.A., Inc. (Melville, NY)

*Canon Spirit Award Winner*

*2017*

- Out of all the employees for Canon USA (9500+), only 25 won this award for the year.
- Represents only select employees who went above and beyond in their job and are nominated by their peers.

*Canon America President Award - Finalist*

*2018*

- The CAPA awards are presented to those involved in projects that have significant impact on the business
- Went against over 100 submissions and won the finalist spot for the creation of our real time ecommerce monitors