Alejandro Alcazar

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Experience

Potion Herb   Modesto, California
Owner, Start-up   March 2021 to July 2023
- Orchestrated the successful development and launch of a robust full stack e-commerce website, resulting in flawless 100 scores on Google Lighthouse indexing
  o Constructed the backend architecture engineering with NodeJS, Shopify API, and GraphQL, resulting in an impressive average load time of 1.8 seconds
  o Pioneered the frontend web application programming in NextJS, JavaScript, and Tailwind CSS, resulting in 100% Progressive Web App (PWA) technology certification across web, mobile, and tablet platforms
- Facilitated CBD (Cannabidiol) product development, distribution, sales, and business operations full time spanning all 48 contiguous states
- Directed comprehensive branding, packaging, SEO, marketing strategies and liaised with external design teams on appealing art labels to ensure customer satisfaction and 100% FDA compliance
  o Wrote blog content leveraging GPT prompt strategy, leading to a 12% increase in web traffic
- Spearheaded the launch of 16 products spanning 5 distinct categories, highlighting a diverse range of offerings based on product research
- Demonstrated prowess in customer database management and relationship cultivation, resulting in a notable 2.2% sales conversion rate from overall web traffic

E&J Gallo   Modesto, California
Programmer Analyst   June 2020 to December 2020
- Developed JavaScript scripts programming in ServiceNow, managing tickets across 8 internal user portals
- Created Automated Test Frameworks, leading to less risk of bugs and time-saving manual testing processes
- Streamlined data validation by eliminating over 850 duplicate entries with a similarity score algorithm, enhancing data entry operations for cross department stakeholders
  o Trained a coworker on programming with Python utilizing ML to ensure 0 duplicate entries going forward
- Recorded and documented data for an equipment audit encompassing 27 campuses
- Conducted comprehensive data analysis and cleansing, preparing over 1000 pieces of equipment for a seamless transition from ServiceNow to SAP

Global Distributors   Turlock, California
Digital Marketing Coordinator   November 2018 to October 2019
- Maintained company website, amplifying SEO efforts through a comprehensive digital marketing toolkit (including utilizing an AI web crawler to analyze the website), leading to a 26% surge in website traffic
- Initiated a marketing funnel system utilizing contact forms, email messaging, and an AI retargeting strategy leading to a 15% upswing in leads
- Implemented a targeted segmentation strategy, leveraging database evaluation to engage with over 300 customers
- Researched trends to elevate customer engagement, resulting in a 8% higher conversion rate from leads to clients
- Authored in-depth manuals and 6 comprehensive training tutorials for any scenario involving intricate technical tasks: encompassing best practices, site management and social media strategies for sales and marketing teams

Education

California State University, Stanislaus   Turlock, California
Graduated in May of 2018 Cum Laude with a Bachelor's of Science in Business Administration with a dual concentration in Marketing and Strategy/Entrepreneurship.

Bay Valley Tech Cohort 1   Modesto, California
Web Development   January 2020 to September 2020
Full stack web development academy dedicated to the MEAN (MySQL, Express, Angular, Node) stack. Work with fellow students to cement understanding of software development.

Skills

- Project Management	- Documentation Writing	- Training
- HTML, CSS, JavaScript	- Angular	- React/ React Native
- Python	- FastAI	- PyTorch
- Prompt Engineering	- Artificial Intelligence	- Deep Learning