

Alejandro Alcazar

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Software Developer with a background in web/app development and data science.
Excited by opportunities to solve problems with technology.

Experience

Potion Herb

Owner

Modesto, California
January 2021 to Present

- Created a full stack website utilizing the NextJS framework.
 - o Backend: NodeJS, Shopify API, GraphQL.
 - o Frontend: NextJS, JavaScript, Tailwind CSS.
- CBD national distribution and sales.
- Branding, Packaging, SEO & Marketing Stack.
- Customer database & relationship management.

Ritefit

Owner

Modesto, California
September 2021 to December 2021

- Created a full stack app utilizing the SwiftUI (Switch to React Native?) framework.
- Authentication and Authorization.
- User input to scroll through 3D Models & utilize ARKit and ARView to stack 3D models onto users.
- Recommendation on type of clothing suitable for users.

E&J Gallo

Programmer Analyst

Modesto, California
June 2020 to December 2020

- Develop scripts in ServiceNow utilizing JavaScript.
- Create Automated Test Frameworks for data validation.
- Record and document data for equipment audit.
- Clean data and perform data analysis for equipment data transition from ServiceNow to SAP.

Global Distributors

Digital Marketing Coordinator

Turlock, California
November 2018 to October 2019

- Coordinate projects to evaluate sales trends & boost customer engagement.
- Implement segmentation strategy through customer database evaluation.
- Execute website maintenance, boost SEO through assorted digital marketing toolkit.
- Generate reports and training manuals for tasks requiring technical expertise.

Qualifications

Bay Valley Tech Cohort 1

Web Development

Modesto, California
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 development.

California State University, Stanislaus

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.

Turlock, California

Skills

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|-----------------------------|------------------------|-------------------------|
| - Advanced Microsoft Office | - Salesforce | - Project Management |
| - Google Analytics | - Google/ Facebook Ads | - SEO |
| - React | - SQL | - HTML, CSS, JavaScript |
| - Python | - Data Visualization | - Machine Learning |