

ALEXANDER WOLFGANG SIEGFRIED

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Front end web developer leveraging a background in business development for early-stage Silicon Beach ad-tech startups to provide companies with technical proficiency coupled with business-side acumen and understanding of client desires. Earned a certificate in Full Stack Web Development from the University of California, Los Angeles Coding Boot Camp. Innovative problem-solver who is passionate about developing apps with a progressive yet user-experience-focused design. Strengths in creative problem solving, organizational processes, and efficient execution of tasks.

TECHNICAL SKILLS

Languages: JavaScript ES6+, CSS3, HTML5,

Applications & Tools: GitHub, Node, jQuery, JSChartingBootstrap

PROJECTS

EMERGENCE | [GitHub](#) | awsiegfried.github.io/Emergence_v1

- Summary: App to find new local emerging artists by city. Dynamically creates an artist overview that gives the user a complete perspective of a band in under 30 seconds using pulled data and metrics.
- Role: Idea creator, general styling director, and backend API developer
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Spotify API, Youtube API, JSCharting

WeatherApp | [GitHub](#) | awsiegfried.github.io/HW06-weatherdashboard

- Summary: Weather app that provides current and future weather forecasts in cities.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Moment

Workday Scheduler | [GitHub](#) | awsiegfried.github.io/HW05-workdayscheduler

- Summary: Calendar app used to schedule daily events that updates in real-time.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, jQuery, Bootstrap, Moment

WORK EXPERIENCE

Smarty LLC, Senior Manager - Partnerships: Sherman Oaks, CA

May 2019 - Present

- Improve Smarty user experience by making direct partnerships with company affiliate programs. Partnerships include Expedia, Priceline, Verizon, QVC, Costco, Kmart, Michael Kors, etc.
- Increase total number of users via publisher partnerships.
- Partner with nonprofit organizations to improve Smarty brand image, installs and donations for the NPO.
- Sign advertising clients to market their products and services via our extension traffic.
- Set up and manage client's advertising campaigns.

Klickly, Business Development Manager: Santa Monica, CA

December 2018 - May 2019

- Maintained responsibilities held under associate title.
- Additionally, expanded partner channels to include various other Shopify Plus partners and influencers
- Created and headed 2019 growth plan
 - Created and maintained a year-long execution plan with semi-weekly goals and quotas.
 - Expanded and oversaw sales channels, product development and resources for the 2019 year.

Klickly, Business Development Associate: Santa Monica, CA

August 2017 - December 2018

- Ran client growth strategy: established and retained partnerships with other eCommerce businesses to enable exponential growth, head of email marketing strategy, onboarded clients to the platform utilizing the CRM Streak.

- Assisted in account management.
- Assisted in onboarding and training of interns.

Circle for Roommates, Associate: West Hollywood, CA

April 2017 - July 2017

- Doubled user growth in first and second month; surpassed expected quotas thereafter.
 - Implemented new initiatives for online and guerrilla marketing while ensuring the two align.
- Monitored and analyzed daily growth analytics using the programs Branch and Instabug.
- Assisted in developing sales pitch for future angel investors. Pitched to several potential investors.

EDUCATION

Certificate, Full Stack Web Development: UCLA Extension

October 2020-January 2021

Bachelor of Arts, Sociology and Minor in Music Industry: UCLA

October 2013 - August 2017