

# ALEX ROBACZEWSKI

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## PROFESSIONAL SUMMARY

Front-end web developer transitioning from over eight years in technology sales leadership into software development. I build production-ready web applications using React, Next.js, TypeScript, and Tailwind CSS, while expanding into full-stack development with C#, ASP.NET, and MSSQL. Experienced delivering real business tools and customer-facing web solutions currently in use.

Your paragraph text

## PROJECTS

### Internal TipCalculator Demo | Repo

React · JavaScript · HTML · CSS · Git · GitHub · Netlify · VS Code

- Built an internal React tool to automate staff tip calculations
- Reduced manual calculation time through dynamic formulas and validation by 80%
- Designed for practical use in a live retail environment

### Transition Landing Page & Promo Code Demo | Repo

React · TypeScript · Tailwind CSS · Git · GitHub · Cloudflare · VS Code

- Built and deployed a customer-facing landing page to support a corporate rebrand
- Added promotional code functionality tied to marketing campaigns
- Focused on responsive design, clear UI messaging, and performance optimization

### Spotify Weather & Mood Playlist Generator Demo | Repo

React · JavaScript · HTML · CSS · REST APIs · Git · GitHub · Netlify · VS Code

- Built an application that generates Spotify playlists based on weather data and user mood input
- Integrated Spotify authentication and external API data sources
- Developed recommendation logic to enhance playlist matching
- Designed responsive UI with real-time data rendering

### Robo's Wishlist E-Commerce App Demo | Repo

Next.js · TypeScript · Tailwind CSS · Git · GitHub · Vercel · VS Code · Postman

- Built a full-featured e-commerce web application with product browsing, cart functionality, checkout flow, and order confirmation
- Implemented state management, authentication, and backend logic using modern Next.js features
- Integrated secure user authentication using JWT and password hashing
- Designed a responsive UI with smooth animations to enhance user experience

## PROFESSIONAL EXPERIENCE

### **Assistant Manager, Junior Web Developer**

Bloom Wellness Inc. (Formerly AYR Wellness Inc.) | July 2024 – Present

- Led retail location launch and operational setup during company transition
- Assisted with POS system migration, including testing, configuration, and in-store deployment support
- Built landing pages and marketing web pages for rebranding and promotional initiatives
- Developed internal React-based tools to streamline operational workflows
- Created web solutions to support business needs and improve day-to-day efficiency
- Partnered with leadership to translate operational processes into digital tools

### **Sales Representative → Assistant Store Manager**

Verizon Wireless | 2017 – 2024

- Delivered technical product consultations while consistently exceeding sales performance targets
- Recognized as a top performer in Verizon's Winner's Circle (Top 10 Midwest Region)
- Selected for Verizon's LEAD Graduate Program preparing high-potential leaders for management roles
- Led and trained a team of 10+ employees on systems, products, and customer experience standards
- Translated complex technical concepts into clear, customer-friendly guidance
- Managed scheduling, daily operations, and performance reporting

## TECHNICAL SKILLS

### Tools & Platforms

GIT GITHUB VERCEL  
CLOUDFLARE  
NETLIFY VS CODE  
POSTMAN

### Frontend

REACT  
Next.js  
TypeScript  
JavaScript

### Backend

C#  
ASP.NET  
REST APIs  
MSSQL

HTML CSS  
Tailwind CSS  
Canva Figma