

Contact

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Top Skills

React.js

PostgreSQL

Node.js

Languages

English (Native or Bilingual)

Spanish (Native or Bilingual)

Honors-Awards

Magna Cum Laude

Alejandro Soler

Web Development | Web Analytics | Email Marketing

Miami/Fort Lauderdale Area

Summary

Full-stack developer that loves to discover new technologies and ways of solving problems. Programming taught me how to think, it is a big part of my life and I work hard every day to improve my skills and learn new things. I am the kind of person who is passionate about analytics, problem solving and productivity. I continuously stay on top of trends in both the design and development world. I am constantly adapting for dynamic content with a continual need to learn and grow. I am very excited for my development career and look forward to joining any company that will allow me to improve my skills and learn new technologies.

Technical Stack : HTML5, CSS, JavaScript, ExpressJS, NodeJS ,React , MongoDB, PostgreSQL

Analytical tools : Microsoft Excel , Google Analytics, Hotjar

Other Skills : Wordpress, GitHub, Mailchimp , IBM Watson, SEO

Experience

Bayview Loan Servicing, LLC

Web and Email Specialist

April 2018 - Present

Miami/Fort Lauderdale Area

Coding homepage/landing pages using HTML, CSS, and Javascript.

Built and lead personalized Email marketing campaigns to over 100k customers using IBM Watson Campaign Automation System

Utilizing specialty tools and devices to ensure email content and format are legible across all email client platforms.

Code emails using HTML5, CSS including proofing and testing creative/content for accuracy to meet and exceed email standards.

Continuous A/B and multivariate testing of campaigns (i.e. email, text) and landing pages. Research and identify keyword, targeting, and segmentation opportunities across channels.

Delivering data-driven, quantitative approach to email marketing; using metrics to measure success and create feedback loops to adjust email campaigns over time.

Developing and testing of email 'best practices' regarding automotive products and services, pricing, promotions and customer segmentation.

Collaborate with departments and vendors to optimize email campaigns customer segmentation, creative, offers, landing pages, and more.

Pull SQL queries containing customer data needed to create email campaigns.

API extract pulling to create analytical reports on email campaign results.

Using imaging systems such as Filenet and Papervision to spot check data accuracy before building marketing campaigns

Maintaining ,creating and updating Web pages for Bayviewloanservicing.com on CSM systems.

Tested pagespeed of webpages, and optimized as needed using google page speed and various optimization tools.

Conducted CX Omnichannel research on top trends in digital marketing solutions and acted as coordinator between potential vendors and company stakeholders

Created and personalized surveys for customer feedback using survey platforms like survey monkey.

Analayzed and reported on several web traffic metrics using google analytics and hotjar.

Created various comparison data reports using Microsoft Excel and Powerpoint for our Monthly Email and web performance

UserTesting

Website Tester

October 2017 - Present

Remote

Contract work reviewing and detecting bugs 5-10 websites a day , providing feedback on improving User Experience.

Republica LLC

Web Developer Intern

December 2017 - May 2018 (6 months)

Miami/Fort Lauderdale Area

Provided front end programming support on a variety of digital projects for clients (Sedanos, BankUnited, Combate America etc) using HTML ,CSS/ SASS, Javascript and Node.js

Assisted in the creation of several weekly Newsletters using HTML/CSS/ and email campaign monitoring using MailChimp. Also used Litmus for Email testing across browsers.

Created Rich HTML5 Responsive banners of different sizes both on portrait and landscape using HTML/CSS Javascript on ad platforms like Sizemk and Google Web Designer.

Converted PSD documents into HTML using photoshop. Also extensive use of slicing images to convert into HTML emails and landing pages.

Created and updated content into WordPress CMS system , customizing themes, inserting custom CSS .

Florida Vocational Institute

Web Development Tutor

October 2017 - March 2018 (6 months)

Reviewing coding topics one-on-one with fellow classmates

Working on class projects with students and organizing code meet ups

Providing guidance to students on debugging code and pass tricky exercises

Monitoring Slack channels to facilitate peer-to-peer conversation and answer technical inquiries

Austral Services INC.

IT Support

July 2016 - September 2017 (1 year 3 months)

Miami, Florida

Update , and Pull customer information using SQL queries
software update, and installation on computers used in office

Ordered Computer supplies, office supplies

Troubleshoot computers

Publix Super Markets

Customer Service

August 2011 - December 2015 (4 years 5 months)

Miami, Florida

Education

Treehouse

Full Stack Javascript Developer · (2018 - 2018)

Techlaunch

Certificate, Full Stack Web Developer · (2017 - 2018)

Florida International University

Bachelor of Science - BS, Criminal Justice · (2014 - 2016)