ZARA GUEVARA

Full Stack Software Developer

Long Beach, CA 90802

Phone: (424) 214 8479

E-mail: *zara.gma@gmail.com*

Certifications	Salesforce ADM 201 **|** Advanced Admin 211 **|** App Builder Trailhead Profile: https://trailblazer.me/id/zaraguevara
Skills	**Programming Languages:** Javascript, Python, C# / Asp.net / Java, Typescript, Apex, HTML, CSS **APIs/Protocols:** AJAX, REST, SOAP, JSON-RPC, Github, Stripe **Media	Web	Graphics:** Illustrator, InDesign, Photoshop, Premiere Pro, Snagit **Version Control:** Git, Github **Languages:** English, Spanish **Software/Dev Tools:** MySQL, NoSQL, MongoDB, Git, SQLite, SOQL, Vs Code **Frameworks/Libraries:** Django, Flask, Node.js, Express.js, Angular, Bootstrap, JQuery, React **Operating Systems:** macOS, Windows, Linux **Communication Tools:** Live Meeting, Go-ToMeeting, WebEx, Zoom, Google Hangouts, Skype, Slack, Trello
Specialties	• Documenting system requirements • Data migration, cleansing and de-duping • Salesforce Lightning • Business Development/Social Marketing • Strategic Decision-Making • Wordpress Websites
Links	LinkedIn Profile: https://www.linkedin.com/in/zara-guevara/ Twitter Handle: @Zaragman

EDUCATION

Coding Dojo - OC	Full stack courses in Javascript, Python & C Sharp. Completed over +1,200 hours of hands on coding experience.
Advanced Admin Study Group - 2018	10-week course - Setting up and updating users, change logs, creating report types, created formulas, validation rules, created and maintained email alerts, permissions, change management, case implementation, workflow, process builder automation, workbench, data loader. Created custom web-to-lead forms, email templates, & auto-response rules.
Salesforce Rad Women – 2018	10-week course - Apex SObjects, Classes, Method, parameters, Apex syntax, variables, collections/lists, sets, maps, conditional operators, dot notation, loops (for, do, do-while), increment, DML, conditional statements, return values, Static, Void, Constructors, SOQL, triggers, relationships, Workbench, bulkification, governor's limits, Handler/Utility Classes, Developer Console.
Marketing	Bachelor of Arts Degree, Marketing, Universidad Interamericana para el Desarrollo Yucatan, Mexico

Professional Experience

Wyld, **Non-Profit** Los Angeles, CA	**Information Technology Coordinator** **2018 – Present** - Built main website using WordPress & specialized plugins for SEO. - Created training user procedures, and guides based on business requirements. - Troubleshoot Salesforce platform/performance bugs, reporting errors. - Data migration, cleanup, duplicate, and defined dupe blocking parameters to maintain data integrity. - Working knowledge of Excel VLOOKUP, Data loader & Import wizard for advanced data migration. - Utilize Configured page layouts, record types, and data fields. - Developed and supported customized reports, dashboards, analytics, and processes to monitor data quality and integrity. - Created objects, fields, used tools such as Workflow, Process Builder.
Lalalicious, **Wholesale** **Women's Clothing** Los Angeles, CA	**Sales Coordinator** **2014 – 2017** - Created positive customer experiences to increase and maintain a loyal customer base. - Established and maintained a good relationship with customers and managed multiple client accounts totaling over $1.5 million. - Increased sales volume 35% by creating a customer database and utilized cross-selling techniques. - Created newsletters about upcoming sales and new items, and sent them out to a compiled mailing list via MailChimp and WhatsApp - Complied customer requirements and procedures along with recommending appropriate products to facilitate profitable return for both the customer and firm. - Managed difficult customer cases - investigated and resolved customer complaints Direct customers interaction - in person, writing, or by telephone. - Solicited and processed customer orders and payments and followed up on delivery. - Consistently met deadlines by utilizing proactive communication and project management skills. - Performs systems maintenance tasks, such as system back-up, recovery and file maintenance
Moniska, On- **line & Retail Girls** **Clothing**	**Entrepreneur** **2011 – 2014** - Hired, trained, supervised and evaluated employees on specific job function and day to day operations. - Created product photography advertising for social media, and email marketing campaigns. - Developed online marketing campaigns, achieved 3,200+ Facebook fans by posting product inventory, promotions and driving brand awareness. - Setup trade show booths and exhibits to attract new customers. - Created a social media strategy for running campaigns to promote products to a target audience and generate sales. - Streamlined social media accounts and reported on key metrics using social media analytics tools. - Executed keyword research for SEO purposes to optimize website ranking in search engines results, achieved top five position ranking in Google results. - Negotiated with suppliers regarding prices, transportation, and delivery terms and available quantity.
01 Wear **Women's Clothing** **Manufacturer**	**Operations Manager** **2001 – 2011** - Administered banking, deposits, payroll, and distribution of employee checks. - Controlled inventory level to prevent insufficiencies and unnecessary surpluses. - Conducted market research to gain consumer insights and utilized product knowledge to source products aligning with customer needs. - Reviewed the sales process to identify areas for improvement and implement substantial changes to enhance sales performance. - Tracked sales performance and create reports on monthly sales activities. - Spearheaded price negotiations for products and facilitate product distribution and sales.