

MARK VELASQUEZ

SOFTWARE ENGINEER

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PROFESSIONAL SUMMARY

Passionate and skilled Full-Stack Developer with a robust background in both front-end and back-end technologies. Proficient in HTML5, CSS3, JavaScript, React, Node.js, and PostgreSQL, with hands-on experience in creating responsive and user-centric web applications. Adept at collaborating with cross-functional teams to deliver high-quality software solutions that meet business objectives.

CORE SKILLS

JavaScript

TypeScript

HTML

EJS

CSS

Node.js

Github

CMS

LLMS


AI-Prompter


Communication


Critical Thinking


Creative


Adaptability














EDUCATION

 **Software Engineer Bootcamp**

2024-2024

General Assembly, Australia

 **MSc Advanced Marketing Management**

2020 - 2021

Lancaster University, UK

 **BSc (Hons) Marketing and Management**

2017 - 2020

Newcastle University, UK

EXPERIENCE

Software Engineering Immersive

General Assembly, Australia

Apr 2024 - Jul 2024

- Completed over 500 hours of an intensive Full Stack Immersive Bootcamp.
- Developed proficiency in HTML5, CSS3, JavaScript, React, Node.js, and PostgreSQL.
- Gained hands-on experience in both front-end and back-end development, focusing on responsive design and seamless user experiences.
- Collaborated with team members to deliver high-quality, user-centric web applications.

PROJECTS

Project 4

< Advance Game Library >

- Built a game library app accessing over 800k games from RAWG.io using TypeScript, React, Chakra UI, and Vite.
- Developed search functionality and game cards displaying essential details.
- Created detailed pages showcasing game information, trailers, screenshots, and publishers.

Project 3

< Dynamic Fuel Navigator >

- Developed Epsilon Servo, a web app to locate nearby petrol stations, as part of a group project.
- Implemented Google Maps API for precise location-based services.
- Utilised Express.js as middleware and PostgreSQL for database management.

Project 2

< Simple Game Sharing Platform >

- Created a platform for players to share and like games using JavaScript, CSS, and HTML.
- Utilised CRUD operations for interactive feature development and data management.
- Integrated PostgreSQL for robust SQL database management.

Project 1

< Game Application >

- Developed a Star Wars-themed tic-tac-toe game using JavaScript, CSS, and HTML.
- Implemented an AI algorithm to enable gameplay against bots.
- Designed a user-friendly interface with responsive design.

MARKETING -RELATED EXPERIENCE

CMS Web Developer / SEO

Mar 2023 - Feb 2024

Freelance (Fiverr & UpWork)

- Designed and optimised a WordPress website using best SEO practices and the Yoast SEO plugin, enhancing site rankings.
- Created visually appealing website designs with Canva and Elementor, utilising AI tools for captivating images to ensure a seamless user experience.
- Provided data-driven SEO recommendations for product listings, boosting visibility on search engines and marketplaces like Etsy and Amazon using tools like Everbee and SEMrush.
- Increased product views by 45% on Amazon and Etsy through AI-driven marketing content and image creation, leveraging extensive AI prompt knowledge.

Marketing & Sales Assistant

Dec 2022 - Feb 2023

Saturn Visual Solution Ltd

- Developed online marketing strategy aligned with company objectives, driving overall business goals.
- Updated CRM data and generated departmental reports to inform strategic decisions.
- Created digital marketing plans and strategies that effectively generated sales leads.
- Maintained effective internal communications to ensure all relevant departments were informed of marketing objectives.

Business Development Executive

Jan 2022 - Sep 2022

ECV Enterprise

- Optimised website and SEO initiatives with Google Analytics, analysing consumer behaviour and enhancing site features like chatbots and internal linking.
- Managed client projects across APAC, ensuring timely delivery and tracking key KPIs via CRM, leading to a 10% sales increase.
- Implemented strategies that increased website bounce rate by 20%.

CORE SKILLS

- SEO and Website Optimisation (WordPress, Yoast SEO, Canva, Elementor)
- Data Analysis and Reporting (Google Analytics, Everbee, SEMrush)
- Digital Marketing and Strategy Development (Online strategy alignment, lead generation)
- Client and Project Management (CRM, client relationship management)
- Content Creation and Visual Design