

# Cristian Castillo

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Front-End Software Engineer

Paterson, NJ 07501

973.572.9798

[Crisalexander23@icloud.com](mailto:Crisalexander23@icloud.com)

<https://crisc23.github.io/Portfolio/>

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## — Skills

Adaptability , Collaboration, Communication, Problem management, Project implementation/launch,JavaScript , HTML5.CSS3, ReactJS, NodeJS, MongoDB, PHP,Git, GitHub

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## — Experience

### **MouthWatch / Jr Web Developer/ Web Designer**

MAY 2020 - PRESENT, Metchuen,NJ

- Designed and developed a user friendly website, including revamping sale landing pages that ensured high traffic, page views, UX/UI, resulting in a 40% sales revenue increase .
- Aided in companies marketing efforts, including commercial outreach, new web page content, and customer satisfaction tracking.
- Collaborated with senior designers on design
- Implemented enhancements that significantly improved web functionality and speed
- Assisted with web site optimization for phones and tablets for responsive web design.
- Used HTML5, CSS3, JavaScript
- Updated website using WordPress .
- Used WordPress plugins such as DIVI theme and Woo commerce
- Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.
- Performed routine updates, upgrades and overall maintenance of website
- Ensured accuracy of website content by thoroughly editing and cross-checking
- Monitored, updated and resolved tickets in Zen Desk.

## **Grant Supplies/ Ecommerce Customer Service Specialist**

MARCH 2019 - APRIL 2020, Teaneck,NJ

- Met preset customer goals through eCommerce sale maximization.
- Monitored and analyze revenue generation from website traffic information.
- Oversaw expenses sales and other aspects of business budgeting.
- Ensured compliance of all business activity to customer and industry standards.
- Developed and enforced compliance with company policy and procedures.
- Oversaw successful website updates and continuing operation.
- Increased conversion rate and traffic through Internet marketing and promotions.
- Marketed new products with regular website updates.
- Managed channel promotion in coordination with sales marketing and distribution departments.
- Created content for SEO purposes to help drive traffic to the site.
- Led social media campaigns, including writing posts and managing a team that made posts on a regular basis

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## **Education**

### **Passaic County Community College / Associates in Marketing**

SEPTEMBER 2016 - JUNE 2018, Paterson,NJ

### **Manchester Regional High School / General High School Diploma**

SEPTEMBER 2010 - JUNE 2014, Haledon,NJ