

DEVIRN C. NARINE

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JR. WEB DEVELOPER

Strong leader and results-focused marketing executive, with a thorough understanding of social media, content marketing, customer engagement, and community building strategies;

- **“I will add a brand-new perspective to the way your company views new media!”**

Areas of expertise include:

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|----------------------------------|-----------------------------|--------------------------|
| ▪ Team Leadership | ▪ Proofreading & Editing | ▪ Web Analytics |
| ▪ SEO/SEM | ▪ Blogging & Podcasts | ▪ Market Research |
| ▪ Landing Page Optimization | ▪ Site Design & Coding | ▪ CRM Integration |
| ▪ Project Management Methodology | ▪ Broadcast News Production | ▪ Team Building/Training |
| ▪ Copywriting | ▪ Video Editing | ▪ Photography |

PROFESSIONAL EXPERIENCE

D. SOCIAL NEW MEDIA LTD, Trinidad (*Full-service marketing agency*)
Web Developer (2016–Present)

2016 – Present

Provide clients with branding strategies that generate leads, sales, and engagement through their own unique social media platforms.

- **Proven proficiency** in building websites, and developing content to build social media audience, including contests, original videos and crowd-sourced voting applications.
- **Establish online presence** for freelance photography business across Facebook, IG, Twitter, Pinterest, YouTube; Act as lead developer on ecommerce Shopify site.
- **Produce and edit over 50 news packages** for the Communications and Broadcasting Arts Magnet program “BTV,” between 2008-2011.

CCN TV 6, Trinidad (*Full-service news agency*)
Jr. Promotions Editor (2015–2016)

2015 – 2016

Source and edit footage for promotional advertisements to be broadcasted in between programs. Provide department with reports of completed content.

- **Create between 10-15, :30 seconds to 1:00 minute long promo ads/week** for programs such as, “The Big Bang Theory”, “Rules of Engagement”, “The Blacklist”, “NCIS”, “CSI”, “The Mentalist”, “The King of Queen’s” etc.
- **Worked on an average of 5-10 concurrent initiatives per day increasing productivity by 40%.**

DRINKS LOUNGE AND BISTRO, Trinidad (*Full-service restaurant*)
Front of House Server (2013–2015)

2013-2015

Promoted to build new department with accountability for web analytics, lead generation/landing page design, social media strategy, multivariate testing, email marketing, blogging, and podcasting.

- **Maintained detailed knowledge** of menu items and ingredients to drive sales.
- **Ensured prompt and courteous attention** to customer needs while providing superb overall customer support.
- **Acquired loyal customers** and received outstanding reviews.

THE MARIOTT COURTYARD HOTEL, Florida (*Full-service hospitality agency*)
Front of the House Server (2012–2013)

2012-2013

Enhanced the lives of guests by creating and enabling unsurpassed vacation and leisure experience, for this 136- capacity hotel.

- **Ensure smooth meeting and event management** for corporate functions, business meetings, formal celebrations, and team building exercises by providing dining support, setup, and maintenance.
- **Respond to guests' needs promptly** and efficiently, including managing guest concerns or misunderstandings with 100% success.

STARBUCKS, TARGET, Florida (*Full-service grocery store*)
Barista Supervisor (2011–2013)

2011-2013

Deliver high-quality handcrafted beverages, to a customers base averaging \$10,000 in sales/week.

- **Made improvements to productivity reducing overtime by 35%** after implementing efficient procedures for opening and closing the store on time.
- **Effectively trained, motivated,** and coached new team members in all job responsibilities.

MUVICO POMPARO 18, Florida (*Full-service movie theater, now AMC*)
Guest Service Attendant (2008–2011)

2008-2011

Perform concession, ushering, food handling, box office, and guest service duties to the satisfaction of the operations manager. Provide excellent customer service to guests in the form of satisfactory service, ticket refunds, personal escort to seating, and maintenance.

- **Effectively maintained a consistent cash drawer balance** over 3 years of employment, while handling cash amounts of up to \$300,000.00 in box office transactions.
- **Demonstrated excellent salesmanship** by upselling guests on concession items and box office seats on the weekends by 10%.

TECHNICAL SKILLS

Programming: XHTML/HTML5, CSS, RSS, Python, Regular Expressions, MySQL, PHP, XML, ActionScript, JavaScript, ColdFusion (CFML)

Operating Systems: Mac, Windows (10, 7, Vista, XP, 2000, Server 2000/2003), Linux (Ubuntu, CentOS)

Software: Git, GitHub, Atom, Photoshop; Premiere Pro, Illustrator, Lightroom, Coral Draw, Canva, Microsoft Office Suite (Access, Excel, Outlook, PowerPoint, Publisher, Word), Adobe Acrobat, QuickTime

CMS, Blogs and Forums: Joomla, Typo3, Drupal, Wiki, WordPress, Expression Engine, MovableType, Blogger, Serendipity, b2evolution, Fuse Talk, phpBB, vBulletin, FireBoard, Simple Machine

Audio and Video: HD, HDV, mp3, AAC, Mpeg and Flash file compression and encoding/codecs.

Imaging/Print: IPTC, retouching, resizing, image preparation, RGB vs CMYK, pre-press, layout.

Email marketing/CRM Integration: Mail Chimp, Salesforce.com, Open Leads, Constant Contact, Responsys

Web Analytics: Omniture, Click Tale, Click Tracks, Google Analytics, Web Trends, HubSpot,

Internet Advertising: Google AdWords, Yahoo! Search Marketing, Live Search Advertising, Ask, Text-Link Ads, Federated Media, DoubleClick, b5media

EDUCATION & CERTIFICATION(S)

Certificate, IT Systems Engineer, SPA-Online, Trinidad (2021)

Certificate, CS50's Web Programming w/ Python & JavaScript, Harvardx, edx- Online (2020)

Core Credit, General Associates, Palm Beach State College, Florida (2013)

High School Diploma, Communications and Broadcasting Arts, Deerfield Beach High School, Florida (2011)

Google Certified Professional | Google Analytics (2020)

Facebook Certified Professional | Facebook Blueprint (2020)

REFERENCES

Nicole L. Grant

Film Producer | 770.363.5478 | Nicolegrant2011@gmail.com

- *“Devirn is my friend and colleague, I am very impressed with her work ethic, and I am sure she will make an excellent addition to your company.”*

Kern Davis

Radio Announcer | 868.378.6847 | Daviskern816@gmail.com

- *“I’ve had the privilege to work with Ms. Narine on a number of professional productions and have been very pleased with the result.”*