

# JAMES COATES

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## Web Developer | Full-Stack | Tech Writer

### EDUCATION

RUTGERS 2018

Full-Stack Developer Program

KUTZTOWN UNIVERSITY OF PA 2002-2007

English, Professional Writing  
Minor in Public Relations

Emphases in Desktop Publishing, Media Writing,  
Creative Writing, Editing and Journalism

### SKILLS

#### PROGRAMMING | WEB DESIGN

HTML, CSS, Javascript, jQuery, React.js, MongoDB,  
MySQL, Bootstrap, Materialize, Handlebars.js,  
Google Analytics, Visual Basic

#### WRITING | PHOTOGRAPHY

Copywriting, Technical Writing, Content Creation,  
Social Media, SEO, Industrial and Product Photography

#### OPERATING SYSTEMS | APPLICATIONS

Windows, Macintosh, Microsoft Office, Adobe Suite,  
IBM System2000, IFS Enterprise Resource Planning

### PROFESSIONAL AFFILIATIONS

ACPN Member 2014 -Present

Automotive Content Professionals Network

### DEVELOPER

FREELANCE AUG 2018 - PRESENT

Full Stack websites and applications.

**Responsibilities:** Full Stack, Web Development, App Development, Front End, Back End,  
Database Creation, Database Management,

### IT | CATALOG SPECIALIST

BOSAL USA | MAGNAFLOW BUDD LAKE, NJ MAR 2014 - JUN 2018

Maintain the company's automotive part image database and handle specific data submissions for automotive part retailers. Responsibilities include IT desktop support, data management and reporting, sales and web analytics. Held key role in the vital catalog reconstruction to the automotive industry standard. Spearhead catalog printing, print marketing and sales campaigns from the ground up. Collaborate with multiple departments on new part creation and strategic market targeting. Compiled and merged relevant data for the new parent company Magnaflow via application diagram and part schematic research.

**Responsibilities:** Catalog Database Management, Data Export Creation, Data Recipient Customer Service, Data Quality Analysis, Project Management, Photography and Editing, Print Marketing, IT Desktop Support, Analytics, Site Visitation, Data Entry, Inventory.

### CUSTOMER LOGISTICS

TULPEHOCKEN SPRING WATER STROUDSBURG, PA FEB 2011 - MAR 2014

Account manager of delivery and logistics across 2200 square mile delivery area. Promoted to a more customer dense 1000 square mile routes with larger accounts. The nature of the product and delivery window required prioritization and time management. Remote work was key to maintaining the brand's standards.

**Responsibilities:** Account Management, Sales, Customer Service, Route Logistics, Inventory, Vehicle Maintenance.

### CUSTOMER SERVICE

RONETCO MANSFIELD, NJ SEP 2008 - OCT 2009

Non-foods associate, electronic sales, inventory, merchandising.

**Responsibilities:** Customer Service, Sales, Inventory.

### COMPUTER TECHNICIAN | ACCOUNT MANAGEMENT

COATES ELECTRIC INC HOPE, NJ SEP 2007 - AUG 2008

Computer technician in respect to small business networking and hardware acquisition. Data entry, analysis and verification for the accounting department.

**Responsibilities:** IT Desktop Support, Account Management, Data Entry, Data Quality Analysis.

### COPYWRITER

VOGEL FARINA SUMMIT, NJ MAY 2007 - SEP 2007

Participated in branding and launch of several clinical trials. Researched product possibilities. Collaborated with oncologists and hospitals around the world to produce clinical trial newsletter. Performed ongoing market research for oncologist's target demographic to identify and capitalize on unmet patient needs.

**Responsibilities:** Copywriting, Technical Writing, Editing, Print and Web Media, Creative Conceptualization, Project management, Clinical Trial Focused Marketing.

### COPYWRITER | EDITOR INTERN

INTEGRATED COMMUNICATIONS CORP PARSIPPANY, NJ JAN 2007 - APR 2007

Assisting in developing brand specific marketing programs for a variety of pharmaceutical clients. Part of a collaborative, multi-departmental approach to achieve highly creative programs and build respective brands. Produce copy for newsletters and pharmaceutical marketing.

**Responsibilities:** Copywriting, Editing, Print and Web Media, Creative Conceptualization, Pharmaceutical Writing, Branding.