Joaquin Vargas

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Projects

Game Catalog
A front-end web application to search games for the 4 Major Consoles by release date (month/year)
- Languages: HTML, CSS, JavaScript
- Libraries: jQuery UI (Accordian and Date Picker), Ajax
- Framework: Bootstrap
- APIs accessed using AJAX: Giant Bomb and YouTube
- Demo

Kool Journal
A full-stack web application to create a community through blogging for users
- Languages: HTML, CSS, JavaScript
- Libraries: PUG
- Frameworks: Bootstrap, Node.js. Express.js, Sequelize, Passport.js (local and OAuth), OAuth (Google strategy)
- Database: PostgreSQL
- Demo

Experience

Retail Inventory Specialist
December 2018 – Present
Houston Rockets
Houston, Texas
- Provide analysis to summarize monthly/weekly sales data by location and communicate results to identify opportunities of growth
- Measure and analyze inventory performance during the season to assist with in-season and off-season purchase orders
- Develop in-season sales and inventory forecasts to maximize sales opportunities while maintaining optimal inventory levels and profitability.
- Update monthly promotional item recaps and make recommendations on action to take to drive profitability and margin
- Provide reports, analysis and participate in special projects as requested
- Vet vendor invoices for final approval from Director while maintaining logs of all expenditures
- Manage ecommerce site to improve customer acquisition and increase online conversion, sales, profits, and loyalty.
- Use Shopify analytics to study customer behavior and develop strategies to optimize their site experience and convert sales
- Build and oversee ecommerce marketing plans with internal marketing departments to activate
- Manage Rocketsshop social media accounts to increase brand awareness and provide customer service through fan engagement
- Assist in planning of the promotional calendar based on key categories, co-op opportunities, marketing themes, and web analytics results.
- Develop drop ship program to drive ecommerce business
- Support all arena and e-commerce retail functions, including but not limited to, working with arena merchandising staff, all merchandise warehouse processes, monthly inventory, store setups, training, re-merchandising of all locations, and off-site merchandise events.

Retail Operations Coordinator
September 2017 – December 2018
Houston Rockets
Houston, Texas
- Assisted in setting the Toyota Center retail gross revenue record of $4.5 million dollars during the 17'-18' season
- Receive, ticket, and distribute new merchandise and fill in stands/store as needed
- Ensure proper inventory handling and control replenishment of retail stands and team shop for games to ensure maximum sales
- Carry out supervisory responsibilities for assigned staff
- Manage e-commerce business to maximize online revenue
- Handle customers service issues, internet business, ensure customer orders are accurate and sent out in a timely manner

Brand Ambassador
November 2016 – September 2017
Under Armour
Houston, Texas
- Developed emotional connections with customers and enhance their experience within assigned store to exceed sales goals
- Trained and Educated store staff and customers on our brand, key products and technologies
- Executed all marketing and visual merchandising Initiatives in each store
- Built positive business partnerships with store managers, district manager, and the Market Manager
- Communicated key findings through proactive store visit reports to Market Manager
- Partnered with Manager on duty to maintain visual presentation, impact results, and monitor incoming freight for new styles and critical replenishment to ensure they are expedited to the sales floor
- Utilized reporting analysis of results to create a strategy based on performance and opportunities within specific categories
- Assisted with brand activation during local events to promote new products and partnerships

Education

Digital Crafts, Full-Stack Developer Flex Program — March 2020
University of Texas at San Antonio, *Bachelor of Science, Biology* — December 2014

Skills & Technologies

Software Development, HTML5, CSS3, JavaScript, APIs, PostgreSQL, Bootstrap, Node.js, Express, Passport, Sequelize, React, Redux
Ecommerce/Retail Software, Shopify, Retail Pro, Flex Query