

# Jonathan Deleon

JonathanTDeleon@gmail.com  
850.332.8801

1009 Empress Ln. | Orlando, FL | 32825  
www.JonathanTDeleon.com

## FRONT END WEB DEVELOPER SUMMARY

- Obtained web development skills through completing Udacity's Front End Web Developer Nanodegree in 36% of the amount of time expected for completion. Through this program I developed 8 independent web applications that used Vanilla JS, React, and 3rd party APIs.
- Exceeded job responsibilities by configuring automated website testing within the ObservePoint platform. This simulation testing, which utilized DOM manipulations through JavaScript and JQuery, resulted in a 95% data confidence rating for the web analytics data.
- Automated 80% of original job duties by creating automatic analytics reports for key stakeholders. This in turn increased productivity and expanded the capabilities of the team's work output.
- Sped up new member productivity for the team by creating detailed documentation of technical configurations of company web analytics platforms, guide to understand the Solution Design Documents, and 'how to' guides to performing website tag QA.

## TECHNICAL SKILLS

HTML5, CSS, Vanilla JavaScript, JQuery, JSON, ECMAScript 6 (ES6), Responsive Web Design, Semantic HTML, React, Angular, Git Version Control, Grunt, Gulp, WebPack, Babel, NPM, Javascript Linting, Test Driven Development (TDD), Jasmine, Web APIs (Google Maps API & FourSquare API), Asynchronous Javascript (AJAX), C Programming, Java, Wireframing, Javascript MVC Framework, Yeoman, Linux, Command Line (terminal), Flexbox

## EMPLOYMENT & EXPERIENCE

### Darden Restaurants, Inc.

Orlando, FL

Online Analytics Associate

October, 2016 – February, 2018

- Effectively managed enterprise web analytics requests for all 7 restaurant brands and the varying marketing departments within the enterprise.
- Exceeded job responsibilities by configuring automated website testing within the ObservePoint platform. This simulation testing, which utilized DOM manipulations through JavaScript and JQuery, resulted in a 95% data confidence rating for the web analytics data.
- Automated 80% of original job duties by creating automatic analytics reports for key stakeholders. This in turn increased productivity and ability to expand the capabilities of the team's work.
- Sped up new member productivity for the team by creating detailed documentation of technical configurations of company web analytics platforms, guide to understand the Solution Design Documents, and 'how to' guides to performing website tag QA.
- Spearheaded the effort in marketing channel optimization. An example of this is determining that a ~20k ad placement spend was receiving a low ROI and conversion rate, which these insights resulted in the advertising spend to be reallocated towards a higher converting channel.

### The SocialLion, LLC.

Orlando, FL

President & Founder

February, 2014 – February, 2017

- Developed targeted and custom lead generating landing pages for specific client marketing funnels, which increased marketing conversion rate.
- Generated my own sales leads through a specific framework that included networking, free competitive analysis, and projections of ROAS.
- Strategized and executed digital marketing advertising campaigns that expanded the client's current market to new prospects. An example is within the first month a client received 300%+ Return on Investment (ROI) attributed to consulting services.

## EDUCATION & CERTIFICATIONS

### Udacity - Front End Web Developer Nanodegree

February, 2018 – April, 2018

*Description of Program : This program is built in collaboration with Google, AT&T and GitHub. The coursework and projects are developed so that graduates of the program acquire in demand skills within the Front End Development.*

*Notable Coursework : Git Version Control, Object Oriented JavaScript, ES6, APIs data, Unit Testing, React UI Library, Web Accessibility, Web Tooling & Automation, JavaScript Promises, Asynchronous JavaScript, Front End Frameworks (Angular, Ember, Backbone), Offline Web Apps, Google Maps API*

### University of Central Florida

May, 2010 – August, 2014

Orlando, FL

*Bachelors of Science in Business Administration : Management*

*Minor Degree : Information Technology (3 Years of Computer Science Courses)*

*Notable Coursework : C Programming, Java Object Oriented Programming, Computer Architecture, Computer Security, Discrete Structures (Logic)*

## PROJECTS

### Applicant Pal - (Personal)

- Description: Vanilla JS application that allows the user to save job application details online in one location so that they do not forget what they have applied to.
- Growth Opportunities: Since this is built in Vanilla JS, I plan on honing in on my implicit JavaScript abilities. I also plan on learning 2 new skills:
  - 1) back end Node.js in order to have the data save and hold/fetch from a custom server
  - 2) SASS/LESS CSS preprocessors so that CSS can be written and understood more easily

### Orlando Parks Map - (Completed Udacity Project)

- Description: Built this responsive React.js web application from the ground up, from UI/UX design to development. This application ingests Google Maps API (with Google Places Library) and the FourSquare API to generate a filterable map for user to find a park near their location.

## INTERESTS

Martial arts (Brazilian Jiu Jitsu), podcasts (Syntax & FreeCodeCamp), motorcycles (looking forward to buying my first one), skiing (and 'attempting' to snowboard), craft coffee (Barnies)