

# Jonathan Deleon

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## 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 13 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.

## 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)

## 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

### 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)

## 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

## CURRENT PROJECTS

### Applicant Pal

- 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

### Jonathan's Portfolio Website

- Description: Built in React.js, this web application holds a strong component structure that is both dynamic and easily editable. This is a never ending project that I will use as a sandbox for new skills acquired.
- Growth Opportunities: Being that this website is built in React, this has been a great opportunity to hone in on my React.js skills. I also am using this as an opportunity to improve my ability to design websites using CSS.