

Jesse Salazar Natividad

Software Developer

OBJECTIVE

Detail-oriented problem solver with experience developing full stack applications. Radio broadcast professional interested in transitioning into a career that will allow the opportunity to excel in software development as well as utilize previous field experience and leadership abilities.

AREAS OF EXPERTISE

- | | |
|------------------------------|--------------------|
| Java | Javascript |
| HTML | CSS |
| Bootstrap | SQL |
| Git and Github | Technical Support |
| Solid OOP Principles | Project Management |
| Spring and Spring Boot | |
| Relationship Management | |
| Leadership and Development | |
| Concept Design and Execution | |

PROJECTS

- Team E-Commerce Website**
- Collaborated with a team to design and develop a responsive e-commerce vintage game website.
 - Developed the 'About Us' section, including team member cards featuring images, bios, and social links.
 - Stack used: HTML, CSS, JavaScript, Bootstrap, and databases.
- YouTube Resource Gallery**
- Developed an application to save and organize helpful resource videos from YouTube to aid in personal learning and development.
 - Stack used: HTML, TailwindCSS, Javascript, iframes and local storage.
- Personal Portfolio**
- Created a fully responsive personal portfolio website including sections for introduction, portfolio, resume, and contact information.
 - Stack used: HTML, JavaScript, and the TailwindCSS framework.

TRAINING AND EDUCATION

- Generation Developer Program** | July 2022 - November 2022
- Studied technologies involved in creating full stack web apps
 - Implemented unit tests and deployed the apps to Netlify and others
 - Developed strong interpersonal and communication skills through various team projects and presentations

WORK EXPERIENCE

- New Generation Radio** | June 2021 to current
Evening Broadcast Host
- Contracted with New Generation to enhance listener experience for clients strategic use of artist audio, listener discussions and news-related clips.
 - Helped elevate station's market weight by increasing evening show rating by 15% where they consistently remain.
- KBFB-FM Radio One Dallas** | November 2012 – April 2021
Assistant Program Director/Music Director/Afternoon on-air host
- Managed and lead a team of 9 involved in executing various responsibilities daily.
 - Continued elevating audience listening experience for audiences which resulted in 5% average ratings increase book over book.
 - Cultivated and maintained strategic partnerships with label representatives to gain access to exclusive songs, artist interviews, and promotions.
 - Scheduled daily music logs and coordinated weekly rotation changes by augmenting utilization of various industry software.
- KKFR-FM, Riviera, Phoenix** | June 2010 - May 2012
Morning Show Host
- Co-hosted daily morning show, discussed engaging topics, wrote scripts and organized fundraising and community events.
 - Bolstered morning show ratings increasing the price per unit for advertising slots by 10% resulting in overall revenue growth.
 - Strengthened brand awareness by arranging community gatherings, including entertainment and meet-and-greet events.
 - Advocated for corporate social responsibility by coordinating charity event planning to raise funds for multiple causes.