

Jessica Perez

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[Linkedin](#) | [Portfolio](#) | [GitHub](#)

Full-Stack Engineer with a Marketing background. Experience in developing and executing marketing campaigns, as well as robust Fullstack projects developed during the Web Development Bootcamp at Columbia University. Strong team management skills, communication skills and well organized to meet deadlines and deliver well executed projects to satisfy clients' expectations.

TECHNICAL SKILLS

Frontend: HTML5, CSS, JavaScript, jQuery, Bootstrap

Backend: Command Line, Git, NodeJS, MongoDB, MySQL, Express.js, React.js

PROJECTS

Weather Dashboard | [GitHub repository](#) | [Deployed app](#)

- This app allows you to access weather information of any city, including current temperature, uv index, windspeed, and a full 5 day forecast.
- 3rd party API, Bootstrap, Javascript, localStorage.

Budget Tracker | [GitHub repository](#) | [Deployed app](#)

- The user will be able to add expenses and deposits to their budget with or without a connection. When entering transactions offline, it should populate the total when brought back online.
- Express, Mongo/Mongoose, IndexedDB.

EXPERIENCE

SHISEIDO, New York NY

Global Business Development & Marketing

JANUARY 2016 - AUGUST 2017

- Interface between NY head office and International partners to ensure execution on all marketing aspects. Optimize markets' strategic decisions.
- Develop localized marketing tools & product launches to achieve business goals: +54% full year 2016 in Asia, +37% in Europe, +194% in Travel Retail ASIA.
- Lead pricing strategy in each market for best positioning and to increase profitability. Develop new processes and templates for better review of the global pricing strategy.
- Compile and present International marketing analytics/markets feedback for campaign optimization.
- Own strong partnerships with headquarter teams, International teams, and agency partners.

VIA CAROTA & BAR PISELLINO, New York NY

Operational Manager

March 2019 - March 2020

- Daily decision making and troubleshooting, operational and administrative tasks to maintain a smooth and successful activity and uphold service standards.
- Interview, train and conduct regular performance reviews to optimize productivity for a team of about 30 people.

EDUCATION

Columbia University Fullstack Software Engineering Bootcamp, New York -

JUNE 2020 - SEPTEMBER 2020

Frontend and Backend: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Database Theory, MongoDB, MySQL, Command Line and Git.