

Jessica Perez

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Linkedin: <https://bit.ly/32Chni8> || Portfolio: <https://bit.ly/300AKQf> || Github: <https://bit.ly/3hwOzM0>

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

TECHNICAL SKILLS

Frontend: HTML5, CSS, JavaScript, jQuery, Bootstrap

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

PROJECTS

HAPPY CLOUD | [Github: https://bit.ly/2Eb3w90](https://bit.ly/2Eb3w90) | [Deployed: https://bit.ly/2ZHmT00](https://bit.ly/2ZHmT00)

- Group project: This app allows you to keep track of at least one thing you are grateful for every day. You can then generate your own word cloud and spread positive energy on social media.
- MERN app: MongoDB, Express, React / Redux, and Node. js., localStorage, 3rd party API, JavaScript.

FAMOUS PAINTERS ROLODEX | [GitHub: https://bit.ly/3kt3Uzb](https://bit.ly/3kt3Uzb) | [Deployed: https://bit.ly/2E7B085](https://bit.ly/2E7B085)

- The user is able to search for famous painters - the results matching with the first letters typed will appear first in the table. The user can also filter painters by name in alphabetical order.
- React, JavaScript, React-Bootstrap.

RGB COLOR GAME | [GitHub: https://bit.ly/3jG35my](https://bit.ly/3jG35my) | [Deployed: https://bit.ly/3jHlulD](https://bit.ly/3jHlulD)

- The user can test their RGB color knowledge thanks to this color guessing game in easy or hard mode!
- HTML5, CSS, Bootstrap, JavaScript.

TEAM PROFILE GENERATOR | [GitHub: https://bit.ly/2GZx7TI](https://bit.ly/2GZx7TI) | [Live demo: https://bit.ly/3my191p](https://bit.ly/3my191p)

- This is a Node CLI app that will create an HTML file - using template engines - that displays a formatted team roster based on the information provided by the user.
- Node CLI app using Inquirer.

EXPERIENCE

VIA CAROTA & BAR PISELLINO, NEW YORK

Operational Manager

March 2019 - April 2020

- Daily decision making and troubleshooting, operational and administrative tasks to maintain a smooth and successful activity. Upheld service standards and DOH daily inspection.
- Supervised a team of approximately 30 people daily - including back and front of house teams. Interviewed, trained and conducted regular performance reviews to optimize employee productivity.

SHISEIDO, NEW YORK

Global Business Development & Marketing

JANUARY 2016 - AUGUST 2017

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

EDUCATION

Columbia University Fullstack Web Development Bootcamp Certificate, New York JUNE - SEPTEMBER 2020