



CONTACT INFORMATION

Number: (917) 847-1533

Email: 1jessicaperez@gmail.com

LinkedIn: <https://www.linkedin.com/in/jessica-p-a13a20b5>

Portfolio: <https://jessica-perez-portfolio.netlify.app/>

Github: <https://github.com/JessicaPerez1>

PERSONAL PROFILE

Enthusiastic Frontend web developer with recent experience working on a React/Redux app. Experience with full-stack projects as well. Strong team management, communication and quick learning skills. Organized to meet deadlines and fulfill clients' and users' expectations.

Fluent in French, English and Spanish.

TECHNICAL SKILLS

- HTML / CSS
- Javascript / jQuery
- ReactJS / Redux
- Bootstrap
- MaterialUI
- NodeJS
- Express
- MongoDB / MySQL
- Devops: Project management (Trello), interface design (Figma, Miro) and version control (Git).

MORE SKILLS

- Determined
- Empathetic
- Independant
- Team Player
- Quick Learner
- Team Management
- Good communicator
- Organized
- Like a good daily laugh ☺

PROJECTS

HAPPY CLOUD

- Deployed: <https://bit.ly/2ZHmT0Q>
- Github: <https://bit.ly/2Eb3w90>
- MERN stack app.

TEAM PROFILE GENERATOR

- Live Demo: <https://bit.ly/3my191p>
- Github: <https://bit.ly/2GZx7TI>
- Node CLI app using Inquirer.

JESSICA PEREZ

Frontend Web Developer

RELEVANT EXPERIENCE

Frontend Web Developer/ReactJS

Cobalt, New York (remote) - Nov 2020-March 2021

Cobalt website: <https://cobalt.co/>

- Built the 'Develop Idea' experience: offer the user a guided, multistep smooth process to launch their business idea. Save user's data to the DB, enable them to retrieve the data and update it at any time.
- Revamped the 'Project Detail' experience: added new panels, pulled in saved user data to populate panels with proper project information. Ensured new design matches general website graphic design.
- Improved overall Navigation experience sitewide & within the Idea Development tool: created a custom sidebar that allows the user to navigate easily within the 'Project Create' and 'Edit' steps, added a 'save and close' button option, and notifications for when there is missing information.
- DraftJs added to the app: allow the user to put rich text into the content they create on the platform.
- Ensured newly created projects' design match general website graphic design.
- React app using Redux, hooks, form validation/control, Routes, RESTful Apis.

Operational Manager

Via Carota & Bar Pisellino, New York - Apr 2019-March 2020

2019 James Beard Best Chef NYC award winner

- Daily decision making, troubleshooting, operational and administrative tasks.
- Document systems and streamline processes for both locations.
- Interviewed, trained, developed staff - conducted performance reviews to optimize productivity.
- Upheld service standards and product quality, guest interaction, cultivated relationships, planned and executed events.

US Regional Strategic Marketing Manager Consultant

LVMH, Make Up For Ever, New York - Sep 2017-Apr 2018

- Led the brand's 360 integrated marketing planning efforts against the overall brand/product calendar. Drove omnichannel strategy, planning and execution.
- Grew brand awareness, engagement, equity, and new client acquisition by identifying and implementing collaborations with new and existing partners - sampling and brand partnerships.
- Kicked off and executed projects by working closely with all teams. Developed assets, ensured product availability and on time delivery, budget tracking and cost of program negotiation.
- Drove post campaign analysis, shared key insights with team leaders to optimize future campaigns.

Global Business Development & Marketing

Shiseido, Nars Cosmetics, New York - Jan 2016-Aug 2017

- Connected NY HQ teams with International partners to ensure execution on all marketing aspects. Optimized markets' strategic decisions. Compiled and presented marketing analytics for campaign optimization.
- Developed localized product launches to achieve business goals: +54% FY 2016 in Asia, +37% in Europe, +194% in Travel Retail Asia.
- Led pricing strategy for markets' best positioning and to increase profitability.
- Owned strong partnerships with headquarter teams, International teams, and agency partners.

EDUCATION

Fullstack Web Development Bootcamp Certificate

Columbia University, New York - June-Sept 2020

A.I.C/D.U.T Advertising/ Marketing - Thesis presented to a jury of professionals

Michel de Montaigne University, Bordeaux, France - 2004-2007