LUIS RODRIGUEZ
Software Engineer
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Technologies

Proficient: Javascript - React/Redux - React Hooks - Vue/Vuex - Git - Node - Express - PostgresSQL- Sequelize - Bulma - RESTful APIs
Knowledgeable: AWS Route 53, Cloudfront, S3, Amplify - Django - Heroku

Projects

Instaprove | Github | Demo
Sole Developer
- **React**, **Redux**, Bulma for front end and **Node**, **Puppeteer** for backend. **Heroku** for hosting.
- A web-service that allows business owners to identify their competitors and learn their marketing strategy.
- Fetches API to collect data on their Google Advertising efforts. Scrapes competitor domains for Call To Actions and a screenshot of their home page.

BonVayage | Github | Demo
Team Project
- Utilizes React, Redux, **Chart.js**, **Fuse.js** for frontend and Express, **Nodemailer**, **Sequelize**, **Jsonwebtoken** for backend. Heroku for deployment.
- An app that allows users to compare two trips and visually identify the affordable option within your budget.
- Built with Agile Development which consisted of daily standups with 3 other team members and tracking of project through Github Projects.

Twitter Replica | Github | Demo
Sole Developer
- Utilized **Vue**, **Vuex**, **Vue Router**, Bulma for frontend and **Django**, **SQlite** for backend.
- Built a Twitter replica that allows a user to sign up, follow a user, tweet, discover new people.

Publication

Vue CRM with Serverless Backend | *littleluis.dev/crm-blog*
- Blog post that shares my experience with tackling dynamic layouts with Vue and a serverless backend.

Experience

Salt Shaker Media, Tustin, CA   01/20-02/21
Director of Marketing
- Oversee the website and provide analytics on user experience and conversion rates for the team to see.
- Develop marketing strategy for multiple in-house brands to increase user acquisition.

Catalina Card Services, Irvine, CA   01/19-01/20
Director of Search Marketing
- Work with the development and product team to orchestrate changes needed to improve conversion rates.
- Holistically driving how the business leverages search advertising in order to engage existent and prospective consumers.

Education

Fullstack Academy of Code, New York, NY
Certificate, Software Engineering **17-Week Full Stack Immersive**

University of California Santa Barbara
Mechanical/Electrical Engineering - **Relevant Coursework:** Python, C, Applied Mathematics