

# Jack McWilliams

E-commerce  
Marketing Manager

## Contact

### Address

West Hollywood, CA, 90069

### Phone

5306046770

### E-mail

mcwilliamsjack96@gmail.com

## Skills

Digital Marketing

Full Stack Development

Project Management

Git/Github

## Software

HTML

React

CSS

Javascript

Tailwind/Bootstrap

Fetch/Axios

Node.js

Relational and  
Non-Relational Databases

A detail-oriented and motivated Software Engineer with experience in both front-end and back-end development. Equipped with exceptional ability to execute all software needs while collaborating in an agile environment. Strong background in marketing and project-management. Eager to develop my skillset and grow within your company.

## Work History

2021-10 -  
Current

### E-commerce Marketing Manager

*Trademark Beauty, West Hollywood, CA*

- Oversaw renovation of company website focusing on customer journey and conversion. Used HTML and CSS to customize site to fulfill company needs.
- Worked closely with product development teams to create and maintain marketing materials for sales presentations and client meetings.
- Created engaging content for Pinterest, Facebook, Instagram, and TikTok resulting in increased engagement by 50%.
- Lead influencer campaign across multiple products greatly increasing brand awareness.

2021-08 -  
2022-06

### Graduate Assistant

*Loyola Marymount University Athletics, Los Angeles, CA*

- Director of Operations for team and staff of 25.
- Live coded games to create scouting reports for upcoming opponents and evaluated film for internal growth
- Implemented equipment tracking system to monitor stock levels and distribution amongst athletes and staff

2019-12 -  
2021-08

### Assistant Basketball Coach

*Simpson University, Redding, CA*

- Analyzed data and film to coordinate with the head coach to develop strategy and play book.
- Filled Director of Operations positions by scheduling travel, food for 25+, facilities, and more during covid.

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## Education

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2022-09 - 2022-12	<b>Certificate: Full-Stack Engineer</b> <i>University of California, Berkeley - Berkeley, CA</i>
2015-09 - 2019-12	<b>Bachelor of Arts: Business Administration And Management</b> <i>University of Oregon, - Eugene, OR</i>