Oscar Leal

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LinkedIn | GitHub | Portfolio

EDUCATION

The University of Texas at Austin   **May 2022**
B.S., Communications
B.S., Arts & Entertainment Technologies

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: Full Stack Coding Bootcamp - Web Development
Web Development: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Tailwind CSS, Handlebars.js
Frameworks & Libraries: React, Next.js, Framer Motion, Redux, Express, NodeMailer
Backend: Node.js, RESTful APIs, GraphQL, Prisma
Databases: MySQL, MongoDB
Deployment: Vercel

PROFESSIONAL EXPERIENCE

Abercrombie & Fitch Co. *; Remote*   **November 2023-Present**
Assistant Email Developer

• Created, scheduled, and deployed 50+ digital marketing campaigns, ensuring timely and accurate execution across various platforms.
• Collaborated with internal teams to QA, approve, and deploy campaigns, maintaining high standards of quality and performance.
• Lead developer for Abercrombie Adults, while successfully cross-training to contribute to digital marketing efforts for all brands within the organization.
• Actively contributed insights and recommendations on digital channel capabilities, enhancing campaign effectiveness and optimization.
• Played a key role during the IP warm-up process as the team transitioned from Oracle Responsys to Cordial, guaranteeing successful deliverability and performance.
• Utilize HTML and CSS to code and design responsive email templates and marketing campaigns, driving engagement and brand consistency.

Os World *; Remote*   **September 2023-Present**
Freelance Developer-Self-Employed

• Developed websites for businesses using Next.js 14, React, TypeScript, and Tailwind CSS.
• Collaborated with clients to define project requirements, affirming clear expectations and successful project outcomes.
• Maintaining high-quality deliverables and client satisfaction through effective communication and collaboration.
• Managed multiple projects simultaneously, adhering to deadlines and budget constraints.
• Enhanced website functionality and reliability by delivering ongoing support and maintenance for existing sites.
• Leveraged expertise in marketing and coding to drive traffic and promote business growth for clients.

Oracle Corporation- Partner Alliance Marketing team*; Austin, TX*   **June-August 2022**
Marketing Specialist Intern

• Supported Deloitte's marketing efforts by managing promotions, creating social media content, and organizing partner information in Wrike project management software.
• Produced weekly summary reports for dedicated partners, highlighting past achievements and upcoming activities
• Designed a 60-slide deck for FY23 partnership marketing initiatives, incorporating Oracle's redwood aesthetic.
• Created an easily updatable team organization chart.
• Collaborated with event executives and account managers to document partner accommodations for Cloud World.
• Made updates to internal microsite web pages and Deloitte's partner page on O.com.

PROJECTS

VidaBebidas Project - Full Stack Developer   **May 2024**
Platform: GitHub

• Engineered a full-stack booking platform for a mobile bartender, featuring a responsive design with dynamic routing using Next.js.
• Implemented Prisma, MongoDB, and NodeMailer for user management, bookings, and automated email notifications.
• Developed key features including a video showcase, service packages, booking form, and digital waiver with signature integration.
• Tech Stack:React, TypeScript, NextJs, Tailwind CSS

Party Knight Rentals - *Developer, Full Stack Web-Page*   **April 2024**
Platform: GitHub

• Designed and implemented a fully responsive website that adapts seamlessly to desktop and mobile devices, ensuring an optimal user experience.

• Developed static pages such as Home, About Us, Offerings, RentProduct, Policy, FAQ, and Contact Us, providing visitors with comprehensive information about the business and its services.

• Utilized dynamic routing with Next.js for efficient server-side rendering and page loading, contributing to improved site performance.

• Tech Stack:React, TypeScript, NextJs, Tailwind CSS

Crowd Query - *Developer, Application*   **June 2023**

Platform: GitHub

• Single-handedly conceived and built a full stack app, facilitating easy creation of anonymous feedback forms designated for project administrators.

• Addressed and resolved challenges related to real-time cache updates, data synchronization, and reinforcing user anonymity, enhancing the overall robustness of the application.

• Application improves project administrator efficiency by enabling seamless creation and management of feedback to increase productivity & work-related results.

• Tech Stack: MERN (MongoDB, Express.js, React, Node.js) + Apollo server, GraphQL, TailWind

Cohort Retort - *Developer, Application*   **Spring 2023**

Platform: GitHub

• Full stack social media application with post, comments, and profile creation features

• Integrated AWS S3 for user profile avatars and assuring security through authentication and authorization.

• Collaborated in an Agile environment, participating in sprint planning and stand-up meetings.

• Application successfully created a virtual space for bootcamp cohort to stay connected and network.

• Tech Stack: MERN (MongoDB, Express.js, React, Node.js) + Apollo server, GraphQL, TailWind

GET FIT - *Developer, Application*   **Spring 2023**

Platform: GitHub

• Designed a user-friendly gym beginner app with warmup, workout, and cool down features, including motivational quotes from previous users.

• Built the backend infrastructure with restful APIs, modals, and MySQL database connections using sequelize.

• Collaborated efficiently with a four-member development team on GitHub.

• Application offers an intuitive user experience tailored for newcomers to the gym environment, verifying a smooth and accessible workout journey.

• Framework: MVC (Model, View, Controller), Handlebars.js, Node.js, Bootstrap

LEADERSHIP EXPERIENCE AND ACTIVITIES

Omega Delta Phi Fraternity Inc. - *Chapter Correspondence Chair*   **Fall 2019 – Spring 2022**

•Developed a comprehensive document detailing the roles and responsibilities of new members to help ensure a smooth transition into the chapter.

•Manage notetaking and the creation of minutes during official meetings, ensuring accurate documentation of important decisions and discussions.

•Utilize Excel to create customized spreadsheets to better organize and track the roles and positions of chapter members, resulting in increased efficiency and productivity.

•Demonstrated strong organizational skills, attention to detail, and leadership abilities, which helped to ensure effective communication and collaboration within the chapter.

University Leadership Network - Selected budding leader**,** Austin, Texas   **August 2018 –Spring 2022**

• Chosen to participate in an intensive, four-year leadership development program.

• Attend weekly training topics like ethical leadership, professionalism, and branding.

Honors & Awards

UNCF Oracle Corporate Scholar   **Summer 2022**

Oracle Marketing Program   **Summer 2022**