

Oscar Leal

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

EDUCATION

The University of Texas at Austin	Full Stack Coding Bootcamp/Web Development (Certificate)	July 2023
The University of Texas at Austin	Bachelor of Science in Arts & Entertainment Technologies/Bachelor of Science in Communication Studies	May 2022

TECHNICAL SKILLS

Skills: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Tailwind, Node.js, RESTful APIs, MySQL, MongoDB, GraphQL, Redux, Express, Handlbars.js & React, NextJs, Framer Motion, Vercel

PROFESSIONAL SKILLS

Marketing: Project Management, Campaign Development, Content Strategy and Development, Email Creative, Communication, Copywriting, Operation Strategy, Storytelling, Business Intelligence, Social Media Advertising, Market Research, Email Campaign Deployment

Languages: Fluent in English and Spanish

EXPERIENCE

Abercrombie & Fitch Co. ; Remote <i>Assistant Email Developer</i>	November 2023-Present
<ul style="list-style-type: none">• Executed day-to-day digital marketing campaigns, ensuring timely and accurate deployment.• Partnered with internal team members to QA, approve, and deploy digital marketing campaigns, maintaining high standards of quality.• Lead developer for efforts for the Abercrombie Adults brand, demonstrating versatility by successfully cross-training to contribute to all brands within the organization.• Provide insights and recommendations around digital channel capabilities, contributing to campaign effectiveness and optimization.• Utilized HTML and CSS to code and design email templates and campaigns.	
Os World ; Remote <i>Freelance Developer-Self-Employed</i>	September 2023-Present
<ul style="list-style-type: none">• Developed websites for businesses using Next.js 14, React, TypeScript, and Tailwind CSS.• Met with clients to understand requirements and set project expectations.• Ensured high-quality deliverables and client satisfaction through effective communication and collaboration.• Managed multiple projects simultaneously, adhering to deadlines and budget constraints.• Provided ongoing support and maintenance for existing websites.• Leveraged expertise in marketing and coding to drive traffic and promote business growth for clients.	
Oracle Corporation- Partner Alliance Marketing team; Austin, TX <i>Marketing Specialist Intern</i>	June-August 2022
<ul style="list-style-type: none">• 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

Party Knight Rentals - Developer, Full Stack Web-Page <i>Platform:</i> GitHub, https://www.partyknightrentals.com/	April 2024
<ul style="list-style-type: none">• 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, <https://github.com/Oscarl214/CrowdQuery>

- 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 ensuring 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, <https://github.com/Oscarl214/Cohort-Retort> || <https://cohort-retort-v1-3ead1d24c761.herokuapp.com/login>

- Full stack social media application with post, comments, and profile creation features
- Integrated AWS S3 for user profile avatars and ensured security through authentication and authorization.
- Collaborated in 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, <https://github.com/Oscarl214/Workout-App>

- 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, ensuring a smooth and accessible workout journey.
- Framework: MVC (Model, View, Controller), Handlebars.js, Node.js, Bootstrap

WEB AR Product Advertising - WEB E-Commerce, AR Project**Spring 2022**Platform: Code Sandbox, <https://github.com/Oscarl214/WebAR-Project> || <https://tr.ee/2HENIwqu2u>

- Created a user-friendly mock e-commerce webpage with augmented reality (AR) features for showcasing three products.
- Integrated external JavaScript scripts through Node.js for enhanced functionality.
- Designed 3D product modals with realistic textures and added informative hotspots. Utilized Google's font API for brand aesthetics.
- Webpage effectively provides the user real-time product visualization through on-screen buttons and camera device interaction.
- Tech: HTML, CSS, JavaScript, Node.js, Modal-View Package, Google Font API

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 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**