

# Oscar Leal

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

## EDUCATION

The University of Texas at  
Austin

B.S., Communications

B.S., Arts & Entertainment  
Technologies

May 2022

## CERTIFICATIONS & TECHNICAL SKILLS

**Certifications:** Full Stack Coding Bootcamp - Web Development

**Web Development:** HTML5, CSS3, JavaScript, Smarty(PHP), jQuery, Bootstrap, Tailwind CSS, Handlebars.js **Frameworks & Libraries:** React, Next.js, Framer Motion, Redux, Express, NodeMailer, AWS S3

**Backend:** Node.js, RESTful APIs, GraphQL, Prisma

**Databases:** MySQL, MongoDB

**Deployment:** Vercel, AWS, Heroku

## PROFESSIONAL EXPERIENCE

Abercrombie & Fitch Co. ; Remote

November 2023-Present

Assistant Email Developer

- Led cross-functional collaborations to design, code, and deploy 50+ digital marketing campaigns.
- 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.
- Gained proficiency in problem-solving and addressing technical issues under tight deadlines.
- Played a key role during the IP warm-up process as the team transitioned from Oracle Responsys to Cordial, contributing to smooth technical transitions.
- 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, applying agile methodologies to ensure timely and high-quality outcomes.
- Enhanced functionality through troubleshooting and continuous improvement, ensuring long-term client satisfaction.
- 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
- Developed a 60-slide deck using Html and CSS, incorporating Oracle's branding.
- 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

Leal Vehicle Directory - Developer, Application

August 2024

Platform: [GitHub](#)

- Developed and maintained a secure full-stack vehicle maintenance tracker using Next.js and NextAuth, facilitating authenticated access for users to track and manage vehicle service histories.
- Implemented a responsive and accessible user interface with Tailwind CSS, enhancing the UX by providing a seamless experience across devices.
- Integrated AWS S3 for scalable image hosting, ensuring high performance and data integrity while managing vehicle media.
- Collaborated with family members to gather requirements, refining features based on user feedback to improve user

satisfaction and system efficiency.

### **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

## **LEADERSHIP EXPERIENCE AND ACTIVITIES**

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### **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.