

Oscar Leal

lealoscar56@gmail.com | 469-777-0341 | Dallas, TX

[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

Software: Microsoft Office, Adobe After Effects, Adobe Photoshop, Touch Designer, Spark AR Studio, Lens Studio, Web AR, Wrik, Miro, Trello, Git | **Languages:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, Tailwind, Node.js, RESTful APIs, MySQL, MongoDB, GraphQL, Redux, Express, Handlebars.js & React

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, Organization, Interviewing, Event Planning

Languages: Fluent in English and Spanish

ACADEMIC PROJECTS

Crowd Query - Developer, Application Spring 2023

Platform: GitHub, <https://github.com/Oscar1214/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/Oscar1214/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/Oscar1214/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

BIRD HOUSE - Developer, Webpage

Spring 2023

Platform: GitHub, https://github.com/Oscar1214/Bird_Project | https://oscar1214.github.io/Bird_Project/

- Created a user-friendly front-end bird search webpage
- Skillfully integrated external APIs to fetch appropriate data
- Collaborated effectively with a team of three programmers on GitHub, resolving conflicts and maintaining code quality.
- Webpage significantly enhances the bird-watching experience for enthusiasts, providing seamless access to captivating facts, sounds, and images sourced from remote repositories.
- Tech: HTML, CSS, JavaScript, Bulma

WEB AR Product Advertising - WEB E-Commerce, AR Project

Spring 2022

Platform: Code Sandbox, <https://github.com/Oscar1214/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

AR Movie Premiere – Designer; Snapchat AR project

Spring 2022

Platform: Lens Studio, https://tr.ee/VOTdHn_R91

- Created a Snapchat Lens to support the premiere of a PG-13 movie, allowing users to capture photos and videos of their interaction with an animated character surrounded by 3D animated props.
- Programmed the screen to switch between 2 animation clips of the character and activate a different music for each clip, using particles FX to enhance the experience.
- Lens successfully delivers an immersive and interactive AR experience for the movie premiere, captivating Snapchat users.
- Tech: Lens Studio, Blender, Snapchat

EXPERIENCE

The University of Texas; Austin, TX

September 2022-August 2023

Admission Counselor

- Engaged and supported prospective students through personalized communication via multiple channels, enhancing communication and interpersonal skills.
- Developed targeted outreach and recruitment strategies based on data analysis, showcasing strategic planning and analytical skills
- Cultivated strong relationships with high school and community college counselors, demonstrating networking and collaboration abilities.
- Coordinated various admissions-related activities, including presentations, event participation, application review, and outreach efforts, showcasing adaptability and innovation in promoting diversity and inclusion.

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 webpages and Deloitte's partner page on O.com.

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