

# RANDY YONO

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## SUMMARY

- Proficient in a range of web development technologies, including HTML, CSS, JavaScript, React JS, Node JS, Express, MongoDB, WordPress, BigCommerce, Wix, and other CMS platforms. Experienced in leveraging these tools to create dynamic, user-friendly websites and marketing campaigns that drive engagement, improve brand awareness, and increase revenue.
- Ability to collaborate with team members to gather requirements, create plans, and optimize designs for usability and functionality.
- Experience with Salesforce Marketing Cloud and Hubspot CRM for creating and implementing effective email campaigns and personalizing emails to clients for better engagement.

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## SKILLS

**Front-End:** HTML, CSS, JavaScript, React JS, jQuery, SASS, Bootstrap, Figma

**CMS/CRM:** Wordpress, Wix, Bigcommerce, Woocommerce, Hubspot, Salesforce Marketing Cloud

**Back-End:** Node Js, Express, Php, Mongo Db

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## EXPERIENCE

### FRONTEND DEVELOPER

**Cabinetworks Group**

**November 2022 - May 2023, Ann Arbor, Michigan**

- Designed and developed WordPress and BigCommerce websites, resulting in increased online visibility and engagement.
- Implemented custom code and enhanced website functionality using jQuery and PHP, resulting in faster page load times and improved user experience.
- Created and executed highly effective email campaigns using Salesforce Marketing Cloud, resulting in increased open and click-through rates for targeted audiences.

### EMAIL MARKETING SPECIALIST

**Direct Mortgage Lending**

**July 2022 - November 2022, Bingham Farms, Michigan**

- Developed email campaigns from scratch using HTML tables and CSS.
- Supported the full campaign lifecycle as necessary, including designing, testing, and optimizing email content.
- Used Hubspot CRM to run effective email campaigns and personalize emails to clients for better engagement.
- Created and distributed surveys for data collection and analysis, to gain insights into customer preferences and behaviors.

### Full Stack Web Developer

**Alpha1Sales**

**June 2021 - May 2022, Madison Heights**

- Designed and developed a custom website for a wholesale company using React JS, Express, and MongoDB from the ground up, to replace their existing Wix site.
- Collaborated with clients to understand their product needs and preferences, discussing prices, images, and other details.
- Created an API to retrieve and display product details on the website, improving user experience and navigation.
- Managed graphic design, product images, and item listings after launching the site, improving the website's functionality and overall appearance.

### Graphic Designer/ Front End Web Developer

**Freelance**

**November 2020 - May 2021**

- Developed compelling portfolios for UX/UI designers, showcasing their work and skills to potential employers.
- Created visually stunning graphic designs for Instagram food bloggers, boosting their social media presence and engagement.
- Maintained regular communication with clients throughout the design process, actively incorporating their feedback and revisions to ensure project success.

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## CERTIFICATIONS

### Introduction to Front-End Development

**META • 2022**

Certificate in Front-End Development from META, mastering in-demand programming skills in HTML, CSS, JavaScript, React, and UI/UX design.