Salissa Hernandez

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PROFESSIONAL SUMMARY

A graduate student pursuing a Master of Science in Computer Science with a focus on Artificial Intelligence, I seamlessly blend a rich background in retail management with a proven history of streamlining operations. My forte lies in analytical problem-solving and a fervent drive for crafting user-centric web applications. Proficient in Python, along with a comprehensive grasp of both front-end and back-end development, I emerge as a versatile candidate primed for roles in technology. Thriving in dynamic, fast-paced environments, I maintain a commitment to continual learning, ensuring I remain abreast of the latest industry trends.

SKILLS

Strategic Planning & Critical Thinking	Adaptability	Client Relationship Management
Analysis	Time Management	Business Development
Process Improvement	Organizational Skills	Attention to Detail
Agile/Scrum	Interpersonal Leadership	Fluent Spanish

TECHNICAL SKILLS

- **Front-End Development:**
    - Proficient in CSS, including responsive design techniques
    - Hands-on experience with CSS frameworks such as Bulma, and Bootstrap
    - Accomplished in JavaScript programming, with expertise in libraries/frameworks such as jQuery and React
- **Back-End Development:**
    - In-depth knowledgeable in modern web technologies, including ES6
    - Practical experience with Node.js for server-side development
- **Database Management:**
    - Proficiency in database management systems, including MySQL, NoSQL databases like Mongo DB
    - Coursework in Foundations of Computing covering database concepts
- **Web Technologies:**
    - Adept in utilizing MERN (MongoDB, Express.js, React, Node.js) stack
    - Experienced in implementing GraphQL for efficient data querying and manipulation.
- **Data Exchange:**
    - Proficient in working with data exchange formats like JSON
    - Experienced in making asynchronous request using AJAX

PROJECTS

deadCoder | Github: https://github.com/Salissa4/deadCoder | Deployed: https://deadcoder-db1047388a9e.herokuapp.com/

- deadCoder is a gaming app that allows players to login or sign up and play three classic games: Tetris, TicTacToe, or LightsOut. As the project lead, I was responsible for overseeing the development of the app, as well as serving as both the front-end and back-end programmer.
- The project requirements call for the creation of a user focused MERN (MongoDB, Express, React, and Node) application using GraphQL, with a database that includes JWT (JSON Web Tokens) for secure authentication. The back end was developed using Node.js and Express, with MongoDB as the database and Mongoose ODM for object data modeling. The front-end was developed using React and Material UI for the UI/UX design.
- The use of GraphQL as the API layer enables efficient and flexible communication between the client and server. JWT was used for secure authentication, allowing users to create an account, login, and access their personal data and game scores.
- Overall, the project required skills in MERN, React, GraphQL, Node, Express, MongoDB, Mongoose ODM, Javascript, Material UI, and JWT. We were able to develop a user-focused application, implement secure authentication, and create a seamless gaming experience will be essential for success.

Gypsy | Github: https://github.com/Salissa4/Gypsy | Deployed: https://project-gypsy-63a683d8f4f7.herokuapp.com/

- Gypsy is a full-stack web application that allows users to create an account and save desired locations by dropping a pushpin on a map in Austin, Dallas, or Houston. As the project lead and back-end programmer, my responsibilities included designing and building the full-stack application using the MVC paradigm, creating the server-side API, including user authentication, and connecting to a database.
- The project's primary requirements were to create a responsive user interface using Leaflet, a JavaScript library for interactive maps, and allow users to create accounts with secure authentication using Bcrypt, a password hashing library. We used Mysql2, a MySQL library for Node.js, and Sequelize, a promise-based ORM, to manage our database.
- To ensure code quality, we used Eslint, a linter for JavaScript, and Chalk, a library that adds color to the console output. We also used Dotenv to manage environment variables and Sessions to persist user sessions. To render HTML templates, we used Handlebars, a template engine that allows for dynamic content creation.
- Finally, we followed Agile software development methodologies to ensure timely delivery and collaboration among team members. Overall, Gypsy is a robust and user-friendly application that allows users to easily save and revisit their favorite locations in Texas.

Bored NO MO! | Github: https://github.com/Salissa4/BoredNoMo | Deployed: https://salissa4.github.io/BoredNoMo/

- Bored NO MO is an interactive front-end application that uses a third-part web API to recommend activities based on user inputs such as type, price, number of participants, and accessibility. As the project lead and programmer, the goal was to create a real-world front-end app using Bulma that was interactive and had two server-side APIs. The project also needed to use client-side storage to persist the data and have a responsive and polished UI.
- To achieve these requirements, the team utilized HTML, Bulma, CSS, jQuery, and Javascript. Third-party APIs were also used to fetch and display relevant data. The project was developed using Agile methodology, which allowed for continuous iteration and improvement.
- The result was a user-friendly application that provided users with personalized activity recommendations. The app's interactive nature and responsive design ensured that it was easy to use on both desktop and mobile devices. The use of client-side storage also allowed for the seamless storage and retrieval of data, enhancing the user experience. Overall, the project showcased the team's ability to develop high-quality front-end applications that met real-world requirements.

EXPERIENCE

Assistant Manager | CB2 – *Houston, TX*   07/2023 to present

Dedicated retail professional contributing impactful leadership to CB2. Successful in surpassing sales targets through strategic planning and meticulous team management. Demonstrating proficiency in optimizing store operations. Instrumental in implementing cost-effective measures, minimizing inventory shrinkage through monthly reconciliations, and ensuring compliance with Loss Prevention self-audits. Collaborated with store managers to achieve sales goals while maintaining operational integrity. Excelled in customer engagement with VIP clientele, fostering a culture of excellence in customer service. Notable for driving team performance, surpassing KPIs, and developing effective business action plans. Proven ability to enforce company policies, support visual merchandising standards, and elevate store profitability.

Operations Manager | **Gucci –** *Dallas, TX*   07/2019 to 05/2021

Assistant Manager | Gucci – *Houston, TX*   10/2017 to 06/2019

As an experienced retail professional, I have overseen and managed approximately $10 million in inventory, ensuring compliance with Loss Prevention self-audits, and minimizing inventory shrinkage through monthly reconciliations and incident reporting. I have reviewed store operations, analyzed business data, and provided sound suggestions to improve store operational functionality while maintaining back-of-house standards to provide the best client experience.

My strategic planning has reduced business costs and optimized sales profitability for Gucci, including leading store operations to a 2-million-dollar sales year in August 2018 and passing the annual Loss Prevention audit in 2018 for the first time in store history. I work closely with Store Managers to maximize sales performance and achieve year-end sales goals while maintaining operational integrity and store profitability.

In addition, I have played an active role on the sales floor through customer engagement with VIP clientele, ensuring the highest level of customer service and meeting monthly mystery shopper goals. I focus on company KPIs and identify strategies to exceed performance standards, develop and implement business action plans, and train and coach associates to sharpen skills and increase team morale. I also collaborate with Human Resources and Loss Prevention to ensure company policies and

procedures are implemented and enforced, and support visual merchandising to adhere to global standards set by Gucci headquarters.

Sales Manager | **Mont Blanc –** *Houston, TX* 11/2016 to 10/2017

As a sales manager and assistant to the boutique manager I played a crucial role in overseeing and managing various aspects of the sales process. My responsibilities included resource management, operational excellence, managing partnerships, associate development, and building and retaining customer relationships.

My role was instrumental in driving all areas of the business and leading teams to deliver results by executing sales in-store and out-of-store events. My ability to manage the risk framework while maximizing productivity within individual classifications ensured seamless execution of all daily tasks to maintain profitability while protecting company assets.

As a sales manager, I reviewed MTD, QTD, YTD sales, conversion, and KPIs, and discussed strategy on opportunities. I identified coaching and training needs and executed necessary steps to accomplish desired business goals. My experience demonstrates my ability to effectively manage a team, build and maintain strong client relationships, and drive business results. My role as a sales manager is a testament to my leadership skills and ability to deliver results in a fast-paced, high-volume retail environment.

Assistant Manager | **BCBG MAXAZRIA –** *Houston, TX* 11/2016 to 10/2017

As a highly experienced retail professional, my job responsibilities included monitoring and driving Key Performance Indicators (KPIs) in a fast-paced, high-volume retail ecosystem. I provided effective floor supervision through the GUEST Program and delegated inventory controls to team members, ensuring the smooth functioning of operations.

To enhance sales representative productivity and increase revenue, I analyzed and interpreted team sales data, identifying areas for improvement. I also created positive solutions to address difficult customer inquiries and concerns, maintaining a high level of customer satisfaction.

In my role as a team leader, I identified and confronted performance issues head-on, including communication gaps, while providing necessary coaching to improve team performance. I clearly set team expectations and implemented additional disciplinary action as appropriate. The result was a highly motivated and well-performing team, contributing significantly to the success of the organization.

Sales Associate | **Nordstrom –** *Denver, CO* 03/2015 to 10/2015

As a retail professional, I was responsible for achieving individual daily, monthly, and annual sales goals through generating sales using excellent customer service and strong product knowledge. I achieve the number one sales position for Nordstrom on the first day of the Anniversary Sale.

Establishing, building, and maintaining client relationships through appointments and events was a critical aspect of my role. I educated clients on reward account benefits to build longer-lasting business relationships and recognized cross-selling opportunities.

As a Future Nordstrom Leader Program Graduate, I received extensive training and developed skills in leadership, management, and strategic planning. I complied with the company's merchandise presentation directives and standards while merchandising incoming truck freights and replenishing the sales floor.

EDUCATION

Master of Science | Computer Science w A.I. Specialization | *Southern Methodist University* – Dallas, TX   Expected Graduation 2025

    Relevant Courses: Python, Foundations of Computing

Certificate | Full Stack Web Development | *University of Texas Austin* – Austin, Texas   February 2023

Bachelor of Science | *University of North Texas* – Denton, Texas   August 2008

VOLUNTEER

Sexual Assault Advocate | Dallas Area Rape Crisis Center April 2023 - Present
- Certified by the Office of Attorney General of Texas to provide crisis intervention and support services to survivors of sexual assault
- Participate in ongoing training and education to maintain knowledge of best practices and relevant laws and policies