

Xavier Rodriguez

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github.com/Xavier-Julian-Rodriguez | xjrportfolio.netlify.app

## Key Skills, Tools, and Technologies

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|---------------------------------------------|---------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> JavaScript ES6     | <input type="checkbox"/> MongoDB            | <input type="checkbox"/> Vitest           |
| <input type="checkbox"/> Python 3           | <input type="checkbox"/> Express.js         | <input type="checkbox"/> Electron.js      |
| <input type="checkbox"/> React              | <input type="checkbox"/> Next.js            | <input type="checkbox"/> ChatGPT          |
| <input type="checkbox"/> HTML5              | <input type="checkbox"/> GraphQL            | <input type="checkbox"/> Code Interpreter |
| <input type="checkbox"/> CSS                | <input type="checkbox"/> Jest               | <input type="checkbox"/> MUI              |
| <input type="checkbox"/> Node.js            | <input type="checkbox"/> Testing-Library    | <input type="checkbox"/> Puppeteer        |
| <input type="checkbox"/> Git                | <input type="checkbox"/> AWS SST            | <input type="checkbox"/> Markdown         |
| <input type="checkbox"/> GitHub             | <input type="checkbox"/> RESTful API Design | <input type="checkbox"/> Wordpress        |
| <input type="checkbox"/> Visual Studio Code | <input type="checkbox"/> Vite               |                                           |

## Experience

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### Developer Intern, Kazzcade, Lake Mary, FL & Remote | August 2023 – Present

- ☐ We established a centralized AWS serverless stack within a mono repository, leveraging Vite and TypeScript to create reusable landing page templates. By delivering tailored landing pages to our clients, we not only increased lead conversion rates but also achieved substantial time and cost savings in the development process. Consequently, we successfully phased out the use of WordPress, and any modifications made to the mono repository automatically propagate to all landing pages, thereby enhancing our efficiency in updates and development timelines.
- ☐ Developed a sophisticated lead processing automation tool using Electron.js, integrated with Node.js and Puppeteer, to streamline Salesloft contact management. This solution automates the creation of lists, navigation, unlocking of contacts, and their compilation, initiated by a simple user input. The automation enhances operational efficiency, liberates staff from monotonous tasks, and refocuses efforts on converting leads into sales opportunities, thus optimizing productivity and potential revenue.
- ☐ Created and maintained a unit testing framework for the Ocean Vendor application using Vitest, including test suites and assertions for various components across the application.
- ☐ Assisted with the migration of the Ocean Vendor application from Create-React-App to Vite, improving performance and reliability.
- ☐ Refactored components of the Vendor application to improve performance and readability.
- ☐ Improved the UI/UX of the Vendor application for the Sales Team by adding colors and MUI icons, making it easier to differentiate profiles and improve the overall user experience.
- ☐ Currently developing a Puppeteer automation to streamline the process of using Seamless to retrieve data.
- ☐ Created comprehensive Markdown documentation for manually testing the Vendor application and Salesforce, ensuring accurate and reliable testing.

### Freelancer, Mullinax Ford, Remote | July 2023 – Present

- ☐ Developed and maintained responsive Blog article pages across multiple WordPress, Dealer On, Remora, and Dealer Inspire sites for all Mullinax Dealership branches in the United States, ensuring consistent branding and messaging across all platforms.

- Regularly updated Dealership specials pages on various websites, keeping customers informed of the latest promotions and incentives.
- Currently assisting in the migration of pages and blog posts from the Dealer On platform to the Dealer Inspire WordPress Site, ensuring a smooth and seamless transition.

**General Manager/Instructor**, Championship Martial Arts, Orlando, FL | *January 2022 – Present*

- Full working knowledge of software and platforms such as Photoshop, Illustrator, WordPress, Shopify, Constant Contact, Word, Excel.
- Conducted financial analysis and budget management to support strategic planning.
- Participated in business strategy meetings to align objectives, identify growth opportunities and develop implementation plans.
- Managed program sales and business development initiatives to drive revenue growth.
- Developed and executed marketing campaigns, including email marketing and digital content creation using Photoshop.
- Facilitated leadership development and mentored junior staff to cultivate their professional skills and abilities.
- Charged with designing, curating, and delivering instructional plans. Engaged in daily activities that involved evaluating student performance to determine educational needs, coaching and mentoring, facilitating team meetings, editing marketing materials with Photoshop, executing email campaigns, and implementing monthly and quarterly financial goal-setting strategies.

**Web Developer/Instructor**, Xtreme Revolution Martial Arts, September 2016 - December 2021

- Managed and sustained a responsive WordPress business website, incorporating email opt-in forms, streamlined new student registration processes, and implemented best practices in SEO, leading to a top-three ranking in Google search results using targeted keywords.
- Crafted comprehensive marketing materials including flyers, banners, posters, direct mail, email templates and website assets utilizing Adobe Photoshop and Adobe Illustrator.
- Produced and optimized business video advertisements using Final Cut Pro.
- Executed and analyzed targeted Facebook advertisement campaigns.
- Cultivated and maintained advantageous business-to-business network relationships.
- Conducted daily bookkeeping and financial record-keeping activities.
- Developed a customized educational curriculum featuring an online university platform with on-demand lessons and interactive instructional videos hosted on Vimeo and integrated with our CRM system, designed to enhance engagement during lockdown.

**General Manager/Instructor**, Championship Martial Arts, Orlando, FL | *January 2010 – October 2016*

- Conducted location scouting and market research for potential new locations.
- Led program sales and new business development by cultivating end-to-end relationships with various community stakeholders.
- Served on the board of a local community school group's SAC Committee.
- Executed grassroots marketing and event coordination efforts. Implemented digital marketing strategies through email campaigns and manipulation of printed materials using Adobe Photoshop.
- Monitored monthly/quarterly financials and tracked budget.
- Facilitated business strategy meetings that included goal setting and development of strategic plans.
- Facilitation of leadership and skill development to junior staff.

## Projects

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### *Lead Processing Automation App*

- Developed a sophisticated lead processing automation tool using Electron.js, integrated with Node.js and Puppeteer, to streamline Salesloft contact management. This solution automates the creation of lists, navigation, unlocking of contacts, and their compilation, initiated by a simple user input. The automation enhances operational efficiency, liberates staff from monotonous tasks, and refocuses efforts on converting leads into sales opportunities, thus optimizing productivity and potential revenue.

### Personal Portfolio

<https://xjrportfolio.netlify.app/>

- I have engineered a highly modular landing page template leveraging Vite, React, and TypeScript, designed for seamless customization through a central JSON object. This template stands ready for integration into a monorepo architecture, with all logic, styling, and functionality meticulously compartmentalized into discrete components, custom hooks, and utility modules. The project exemplifies my expertise in structuring scalable React and TypeScript applications, while the innovative use of a JSON object for configuration underscores my commitment to creative solutions in software development.

## Certifications

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- CodeCademy - Front-End Engineer Career Path
- CodeCademy – Learn Python 3