

Alex (AJ) Marcinek II

Cross-functional leader with diverse engineering, operations, growth, and customer-facing background.

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 [LinkedIn Profile](#)

 ajmarci.com

Professional Experience

2022 - Current

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Software Engineer - Freelance

- Develop and deploy full stack web apps.
- Specialized in React.js development.
- Certified professional frontend developer.

2021 - Current

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Senior Experience Manager, Marketing Associate - GOBY

- Design marketing assets for paid social ads.
- Optimize consumer paid marketing channels.
- Analyze D2C inventory forecasting and fulfillment for 30+ SKU's.
- Provide all consumer customer support and community management.
- Manage Dental Hygienist, and Instagram Affiliate accounts.

2018 - 2021

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Co-founder & CEO - CropShop Inc

- Led UI / UX, sales, marketing, finance.
- Executed 20% YoY revenue growth, and raising Angel funds.
- Graduated Y Combinator Startup School 2019.
- 1st place winner of Endicott College's startup pitch competition.
- Held 90% B2B customer retention rate with chefs and local farmers.

Education

2022

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Certified Professional Frontend Developer from Meta.

2019

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B.S. in Environmental Science from Endicott College.

Skills

[JavaScript](#) [HTML](#) [CSS](#) [MongoDB](#) [React](#) [Express.js](#) [Node.js](#) [Heroku](#) [Vercel](#) [Firebase](#)
[Bootstrap](#) [TailwindCSS](#) [Figma](#) [Sketch](#) [GitHub](#) [OAuth](#) [Jest Testing](#) [REST](#) [CRM](#)
[SalesLoft](#) [Klaviyo](#) [Impact](#) [Zendesk](#) [Google Ads](#) [Meta Ads](#) [Google Analytics](#)

Coding Projects

NASA Image of the Day  [Live App](#)

Developed a full stack SPA to visualize NASA APOD API data. After logging in with credentials or Google OAuth, the NASA APOD JSON data is fetched and rendered.

React frontend styled with TailwindCSS is deployed on Vercel. The Express.js, Node.js, and MongoDB backend is deployed on Heroku.

Personal Website  [GitHub Repo](#)

Developed a full stack web app for my v1 personal website. On the fronted is React, TailwindCSS, Formik, and YUP. Implemented Firebase Firestore to store contact form data, and the app is deployed with Firebase Hosting.

UI / UX designed in Figma, and GitHub Actions is used to deploy changes.

Accomplishments

2018

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1st place winner of Endicott College's pitch competition.

2014

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Captain of Michigan Warriors Junior A Hockey Team.

2012

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Captain of Detroit Compuware U-18 AAA Hockey Team.

2011

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MI U-16 AAA Hockey State Champion.