

Alex (AJ) Marcinek II

Cross-functional leader carrying a strong customer-facing, engineering, operations, and growth 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 & Account Manager, Marketing Associate - GOBY

- Manage book of B2B Dental Orthodontic accounts.
- Optimize D2C paid marketing channels.
- Analyze D2C inventory forecasting and fulfillment for 30+ SKU's.
- Manage D2C customer support and community management.
- Design, track, and analyze Customer Experience OKR frameworks.

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.
- Held 90% retention rate with 60+ B2B accounts.
- 1st place winner of Endicott College's startup pitch competition.
- Graduated YCombinator Startup School 2019.

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

JavaScriptHTMLCSSMongoDBReactExpress.jsNode.jsHerokuVercelGCP

BootstrapTailwindCSSFigmaSketchGitHubOAuthJest TestingRESTSalesforce

SalesLoftKlaviyoImpactZendeskGoogle AdsMeta AdsGoogle 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 frontend 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.