


Alex (AJ) Marcinek II

Cross-functional leader with diverse customer-facing, technical, and growth experience.

 [GitHub Profile](#)

 [LinkedIn Profile](#)

 [Personal Website](#)

Work Experience

2022 - Current	<div><div></div><div>Software Engineer - Freelance<ul style="list-style-type: none">Design, develop, and deploy full stack web apps.Specialized in React development.Certified professional frontend developer.</div></div>
2021 - Current	<div><div></div><div>Senior Experience & Account Manager, Marketing Associate - GOBY<ul style="list-style-type: none">Manage book of 100+ B2B accounts.Optimize D2C paid marketing channels.Analyze D2C inventory forecasting and fulfillment for 30+ SKU's.Manage D2C customer support and community management.Design and analyze Customer Experience OKR frameworks.</div></div>
2018 - 2021	<div><div></div><div>Co-founder & CEO - CropShop Inc<ul style="list-style-type: none">Led UI / UX, sales, marketing, finance.Executed 20% YoY revenue growth.Held 90% retention rate with 60+ B2B accounts.Raised over \$100k in capital from Angel Investors.Graduated YCombinator Startup School 2019.</div></div>

Education

2022	<div><div></div><div><u>Certified Professional Frontend Developer from Meta.</u></div></div>
2019	<div><div></div><div>B.S. in Environmental Science from Endicott College.</div></div>

Skills

Technical	Customer Success	Growth / Marketing
<ul style="list-style-type: none">JavaScriptHTMLCSSReactExpress.jsNode.jsGCPHerokuVercelGitHubREST API'sMongoDB	<ul style="list-style-type: none">ZenDeskSalesforceSalesLoftIntercom	<ul style="list-style-type: none">Google AdsMeta AdsImpactAffiliate MarketingGoogle AnalyticsKlaviyo

Accomplishments

2018	<div><div></div><div>1st place winner of Endicott College's pitch competition.</div></div>
2014	<div><div></div><div>Captain of Michigan Warriors Junior A Hockey Team.</div></div>
2012	<div><div></div><div>Captain of Detroit Compuware U-18 AAA Hockey Team.</div></div>
2011	<div><div></div><div>MI U-16 AAA Hockey State Champion.</div></div>