

ALEX ZDATNY

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Portfolio: alexzdatny.me

New York Metro Area

WORK EXPERIENCE

Frontend Developer & E-Commerce Specialist

Tri-State Motorsports, Rahway, NJ

March 2020 - present

- Collaborate with stakeholders to gather inputs, develop, and deliver e-commerce projects
- Implement responsive website design and user experience features with Javascript and Liquid
- Utilize Shopify to drive product sales, manage inventory, and monitor key metrics
- Organize and manage product catalog and pages through collections, filters, keywords, descriptions, recommendations, and bundles
- Write, program, launch and measure email marketing campaigns with mailchimp
- Implement best-practices SEO resulting in increase of web traffic by >100% over 2 years

Web Developer

First Children Services, Fanwood, NJ

January 2023 - present

- Collaborate with marketing department on website's WordPress dashboard to address technical issues and general inquiries
- Update landing pages and blog posts with organizational content using Elementor
- Coordinate with existing and new marketing campaigns to track user engagement
- Track and monitor weekly analytics for website using monster insights and google analytics
- Implement new and manage existing plugins, modules, and templates

Frontend Developer

JAG Industrials, Remote

November 2021 - April 2022

- Assisted with launch of company's Shopify site through page and feature implementation from wireframe and UI/UX designs
- Collaborated with engineering team in weekly conferences during platform development and utilized Jira for tech sprints

Software Engineer

ChefMod, LLC, New York, NY

December 2019 - February 2020

- Revitalized Vendor Portal UI utilizing Angular and Typescript to improve functionality and user experience
- Enhanced security services for login and user data components using client API
- Consulted with marketing and senior engineers for application design and deployment

PROFILE

Front End Developer with a passion for building applications, creating content, and designing user experiences. Seeking opportunities and challenges in a collaborative and growth oriented environment to expand my skill set and help tech companies evolve.

SKILLS

Javascript, HTML, CSS

Ruby, Ruby on Rails, SQL

Shopify, Liquid, WordPress

React, Redux, Angular

TypeScript, NodeJS, Bootstrap

Jira, Slack, Trello, MailChimp

Final Cut Pro, Visual Studio Code

Elementor, Canva, Microsoft Office

Adobe Creative Suite

EDUCATION

Rider University

Bachelor of Arts in Journalism

May 2016

- Cum Laude & Dean's List
- Minor: Film & Media Studies

CERTIFICATES

Flatiron School

Full Stack Web Development

September 2019

- Immersive bootcamp specialized in Ruby, Rails, Javascript, HTML, CSS, and React

Shopify

Shopify Foundations

August 2023

- E-Commerce, Shopify Plus, Marketing, Data & Analytics, Product Development