

ALEX BASSO

FULL STACK SOFTWARE ENGINEER • MEDIA STRATEGIST • SALESFORCE ADMINISTRATOR

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TECHNICAL SKILLS

Salesforce, CRM, JavaScript, Python, HTML, CSS, React, Next.js, Redux, Flask, Express, SQL, SQLite, PostgreSQL, Node.js, AWS, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Microsoft Word, Outlook, Excel, Google Sheets

EDUCATION

Expeditioner Rank – Salesforce Trailhead, 2023

Full Stack Web Development – App Academy, 2023

Film, B.A. – The University of Texas at Austin, 2016

PROJECTS

BLUE & YELLOW FOUNDATION (JavaScript, React, Next.js, Firebase, HTML5, CSS)

[Live](#) | [GitHub](#)

Website for the titular organization supporting those affected by the war in Ukraine with humanitarian aid

- Leveraged Next.js's server-side rendering capabilities to enhance site performance and improve SEO by providing faster page load times and a seamless user experience
- Employed diverse API's, like Eventbrite and Facebook, to seamlessly integrate event data and organizational Facebook posts, enriching the website with dynamic, real-time content from multiple platforms, fostering enhanced user engagement
- Implemented multiple payment methodologies for e-commerce and donation facilitation, integrating renowned platforms including Stripe and PayPal
- Used Firebase's real-time database, authentication, and hosting services to enable rapid development, secure user authentication, and efficient data management, ensuring a scalable and dynamic web platform

VIDI (Python, JavaScript, Flask, SQLAlchemy, WTForms, React, Redux, AWS, HTML5, CSS)

[Live](#) | [GitHub](#)

Full stack web application that allows users to read about both films and filmmakers and leave written reviews

- Leveraged React's component-based architecture to facilitate dynamic user experience with interactive toggles and buttons allowing for seamless exploration of films, filmmakers, reviews and more
- Utilized SQLAlchemy to manage seeded PostgreSQL database data as well as user-generated content
- Using a Python/Flask backend, constructed RESTful APIs to handle CRUD (Create, Read, Update, Delete) operation requests from front end and send appropriate responses/error messages utilizing JSON
- Managed application state in a Redux store to efficiently handle front end data and reduce server calls
- Utilized the robust security features of AWS S3 buckets for an encrypted and cost-effective way to host image files at scale and reduce server load

WORK EXPERIENCE

Showtime Networks, Associate Producer/Editor • New York, NY

Sep 2019 – Feb 2023

- Facilitated exponential subscriber growth and brand promotion by scripting and editing network commercials, episode teasers, partnered promotions, awards submissions, behind-the-scenes content, et al.
- As a member of the creative marketing team, collaborated with series executive producers and department heads to ensure projects were exceptional at the highest level
- Managed individual jobs and integrated marketing campaigns with internal and external partners
- Worked closely with graphics and audio teams to communicate project needs and refine elements

Spot Savvy, Senior Editor • Brooklyn, NY

Aug 2016 – Sep 2019

- Oversaw entire post-production editorial process for boutique video production house
- Individually edited retail commercials, medical explainer videos, training modules, et al.
- Ingested, transcoded, and logged media from shoots into local file storage
- Prepped and delivered final projects to clients via channels like Extreme Reach and other FTP servers
- Integrated new hires into team by providing training on creative techniques and departmental workflows

PORTFOLIO: alexjbasso.github.io

VIDEO REEL: vimeo.com/alexbasso