

# ALEX BASSO

FULL STACK SOFTWARE ENGINEER

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## TECHNICAL SKILLS

JavaScript, Python, HTML, CSS, React, Next.js, Redux, Flask, Express, SQL, SQLite, PostgreSQL, Node.js, AWS, Premiere Pro, After Effects, Photoshop, Illustrator, Salesforce

## EDUCATION

*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