Alexandra Partida

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PROFESSIONAL SUMMARY

Well-qualified **Full Stack Developer** familiar with a wide range of programming utilities and languages such as HTML, CSS, and Javascript. Knowledgeable of backend and frontend development requirements. Motivated to learn, grow and excel in the tech industry. Recent **Redwood Code Academy grad** eager to start in tech.

WORK HISTORY

Cotton Links LLC. Santa Ana, CA
Production Manager | 10/2019 - Current

- Plans, organizes and manages operations, including ordering materials and supplies, workflow management and timely production for clients like Volcom and Kohls
- Directs manufacturing process and operational efficiency procedures to achieve goal of first run capability by confirming Pre-Production samples are correct as well as running apparel production
- Communicates with vendors and teams overseas as well as keeps products up to date and on schedule. sources and researches new vendor opportunities when needed

Alo Yoga. Commerce, CA
E-Commerce Web Merchandiser | 05/2019 - 10/2019

- Maintained visual aesthetics online by merchandising the website daily and consistently updated site to improve conversion and sales, monitoring website to report any issues
- Managed and created promotional Collection web pages according to current trends and key categories
- Responsible for pulling all reporting and analysis to optimize navigation, refinements, linking, and onsite search
- Drove project roadmaps by prioritizing consistently through knowledge of eCommerce business strategies, KPIs, analytics data, and market research

Soccer Event Specialists . Long Beach, CA
E-Commerce Merchandise Marketing Specialist | 10/2017 - 03/2019

- Generated a marketing calendar and special marketing initiatives for several high profile soccer websites including U.S. Soccer and NWSL e-commerce sites all on NetSuite platform
- Assisted in website content management & ensured pages displayed accurate content, images, & product information
- Communicated the management of inventory that supports merchandising, marketing, and financial objectives by working closely with buyers of upcoming trends

Revive Media Services. Fort Walton Beach, FL
SEO Specialist | 04/2016 - 08/2017

- Developed and implemented marketing strategies for 30 clients and improved search engine performance, attracted users to websites and drove growth, resulting in annual traffic increases
- Managed social media campaigns, multiple Google Adwords accounts, content writing, and email marketing
- Created persuasive weekly content for featured blog posts for several small business clients to create growth and new page visitors

EDUCATION

Redwood Code Academy
Santa Ana, CA
07/2020

Full Stack Web Development
26 week coding bootcamp that went in depth on full stack development. Learned necessary languages and concepts such as MongoDB, Express, React, Node.js.

Fashion Institute of Design And Merchandising
Los Angeles, CA
06/2015

Associate of Arts: Merchandise Product Development

CERTIFICATIONS

SheCodes - Introduction to Coding
SheCodes - Front End Development

SKILLS

- **Languages**: HTML, CSS, and Javascript
- **Libraries**: React, jQuery
- A/B Testing and analysis
- Troubleshooting and debugging
- Computer Aided Design
- **Frameworks**: MongoDB, Express, Node.js
- **Github**
- Project Management
- Digital marketing and SEO knowledge
- Adobe Creative Suite, Illustrator, Photoshop, Indesign

PROJECTS

Weather API App
- Fully functional weather application that displays a 5 day forecast for your zipcode.

Dog Api App
- Dog API built in React to search different dog breeds.

Shopify Website
- Tested website and performed troubleshooting prior to deployment.
- Uploaded 18,000 products for an e-commerce online site.