

Alex Machado

SUMMARY

Driven front-end engineer with 3 years experience including in a leadership role. Highly adaptable and collaborative. Detail oriented and dedicated to producing high quality code.

SKILLS

HTML, CSS, JavaScript, React.js, Express, Node.js, p5.js, Git, Adobe Creative Suite, Spanish

WORK HISTORY

Marketing Email Production Manager, The Oxford Group

June 2019 - Present

- Lead team of three to code and deploy daily emails to meet and drive revenue goals
- Penetrated new segments through use of strategic marketing initiatives
- Collaborate with stakeholders to ensure content accuracy
- Strategize tactical execution of complex campaigns
- Daily analysis of output to ensure domain/IP health with email service providers
- Provide mentorship and growth opportunities for my employees

Marketing Email Production Specialist, The Oxford Group

May 2018 - June 2019

- Code and deploy content for daily marketing emails
- Ensure content accuracy by collaborating with legal and copy editing departments
- Execute list segmentation to the specifications relayed by the marketing director

EDUCATION

React JS Development, General Assembly, 2021

Built scalable, multi-page websites using React.js and incorporated functionality with APIs.

Front-end Web Development Certification, Betamore Academy, 2018

Focus on HTML, CSS, JavaScript, Git, and Github with a cumulative portfolio project.

Bachelor's of Fine Arts, School of Visual Arts, 2016

AWARDS

2019 Above and Beyond Award, The Oxford Group

Annual award highlighting my desire and willingness to go above and beyond the call of duty for the betterment of the organization.