**Berel Levy**

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[Github](https://github.com/berellevy) | [Medium Blogs](https://medium.com/@berellevy) | [berellevy.com](http://berellevy.com) | [LinkedIn](https://www.linkedin.com/in/berellevy/)

**FULL STACK SOFTWARE ENGINEER**

Full Stack Software Engineer with extensive sales background. Demonstrated experience in Ruby on Rails and JavaScript based programming working with growing tech companies in the areas of software architecture, abstracting and debugging towards creating sustainable code while reducing cost. Passionate about creating intuitive UI experiences and writing elegant, concise code.

**TECHNICAL SKILLS**

Ruby, Rails, SQL, Javascript, React, Redux

**TECHNICAL PROJECTS**

**FauxMeaux** - [Github2](https://github.com/search?q=user%3Aberellevy+fauxmeaux) | [Short Demo](https://youtu.be/pA0NRgoMUy0) | [Long Demo](https://youtu.be/a7_5xcMpueQ)

Instagram with a twist: post are visible for 24 hrs and are then locked. Posts can be unlocked by viewing an ad or if the post was viewed within 24 hrs after it was posted.

* Implemented complex conditional logic on the backend ensuring that users cannot hack the ads away.
* Maintained simple reusable components on the frontend which results in ease of adding features.
* Utilized react-bootstrap to take almost all the pain out of styling.

**eCommerce Lookalike** - [Github2](https://github.com/berellevy?tab=repositories&q=projectio&type=&language=) | [Demo](https://youtu.be/kDDZ7Tb6lQM)

Mod 3 Project - eCommerce marketplace simulator with an intuitive and seamless user experience.

* Utilized an image api to seed fake products which resulted in a semi believable shopping experience.
* Implemented a cart icon with quantity that updates on every cart action to simulate a realistic and intuitive cart experience.

**EXPERIENCE**

**New York Wholesale Intercom Group** Tristate Area

Territory Manager 02/2020 - 04/2020

* Managed all customer relations in the tristate area.

**Catapult Lighting** New York, NY

Sales 12/2019 - 01/2020

* Introduced a data driven lead generation and vetting system resulting in a shorter sales cycle.

**Fermax** New York, NY

VP of Sales, US 03/2019 - 11/2019

* Tested product-market fit for Spain based Fermax including outreach, counter days, and product demos.

**M&D Door** Brooklyn NY

Estimator - Sales Manager 01/2017 - 01/2019

* Recruited, developed and led sales team of 7.
* Deployed software that automated monitoring salesperson compliance with company policy
* Deployed a solution to simulate a many-to-many relationship in the CRM enabling salespeople to track deals they were previously unable to track.
* Deployed a customized tool that allowed follow up which could not be accomplished using the CRM alone.

**Uptown Flats** New York, NY

Real Estate Salesperson 04/2015 - 12/2016

* Developed a data driven business model for retail leasing, resulting in annual sales exceeding $3 million total value with no previous experience.

**EDUCATION**

**Flatiron School** New York, NY

Full Stack Web Development, Ruby on Rails and JavaScript program 06/2020 - 09/2020