LUIS BETANCOURT

Web Developer

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ABOUT ME

Self-taught developer passionate about creating tools that use technology, data, and design to solve real business problems. Experienced in leading small teams, building full-stack applications, and delivering results through automation, analytics, and creative problem-solving.

WORK EXPERIENCE

LEAD DEVELOPER | MARKETING MANAGER | INSIDE SALES SUPPORT

Harrison Hydra-Gen
January 2023 - Present

hPower App | hpowerdata.com
Tech: Next.js, TypeScript, Python, Postgres, AWS, React Emails & Resend

- Built Harrison's hPower web application, a real-time analytics platform for tracking idle mitigation performance and savings on emergency vehicles.
- Designed dashboards, admin tools, and automated email reports that highlight customer ROI.
- Turned the app into a subscription product, creating a new recurring revenue stream.
- Worked closely with engineers, designers, and leadership to align technical goals with customer needs.

Website Maintenance & Modernization | harrisonhydragen.com
Tech: WordPress, HTML, CSS, JavaScript

- Restored and modernized a broken company website, improving speed, reliability, and SEO.

Marketing Director

- Promoted to lead the marketing team after the director's departure.
- Manage creative projects, campaigns, and trade show initiatives across departments.
- Work with media partners and sponsors on events, advertising, and product features.

Inside Sales & IT Support

- Assist the inside sales department, supporting quoting and order processes for major clients.
- Seized the opportunity to build a React-based pricing tool that speeds up quotes and reduces manual work.
- Provide IT and system support to keep internal tools and servers running smoothly.

GT Omniport
September 2022 - January 2023

Web Developer | gtomniport.com
Tech: Svelte JS & TailwindCSS

- I was hired to rebuild the company's broken and outdated website.
- Designed and developed the site's structure and interactive components to improve usability and visual appeal.
- Implemented a scalable front-end architecture that made updates faster and easier for the team.
- I still maintain and update this website for GT Omniport as needed.

Pappasito's Cantina
August 2015 - September 2022

Waiter
- While learning to program, I worked as a waiter at one of Texas's top Tex-Mex restaurants for over six years. During this time, I developed strong skills in teamwork, communication, leadership, discipline, and multitasking.

SKILLS

- **Technical Skills:** JavaScript (React, Next.js, Node.js, Svelte), TypeScript, TailwindCSS, Python, PostgreSQL, MySQL, REST APIs, AWS, Neon, Linux, Vim
- **Design & Marketing:** Figma, Email Campaigns, Branding, SEO, Google Ads
- **Data & Automation:** API Integration, Analytics Dashboards, Reporting Automation, n8n
- **Leadership:** Team Management, Project Planning, Cross-Functional Collaboration, Communication