Biede-Tsion Fesseha

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Over 10 years of experience helping small businesses improve their process and deliver strong sales results. I am pursuing a new career path in software development, with opportunities to deliver business solutions.

LANGUAGES: Python, HTML5/CSS3, Java FRAMEWORKS: Flask, Spring Boot TOOLS: IntelliJ, MAMP, MySQL

PROJECT EXPERIENCE

WorkoutCentral — Fitness Lifestyle Workout App
- Designed UI and framework for WorkoutCentral, a social fitness and gym workout iOS/Android App.

WORK EXPERIENCE

Manager - Sales and Operations, Rock Bottom Wholesale, St. Louis, MO, April 2016 – Present
- Improved category sales by 20%, aggregated all data points, and utilized custom reporting to gain meaningful insight into purchasing trends, order history, sales and customer feedback.
- Increased overall staff efficiency by streamlining the fulfillment process using dynamic forms, procedure documents and shared templates.
- Boosted customer engagement, satisfaction and sales, by using customer profile, feedback and market data to improve sales campaigns and offer personalized product recommendations.

Manager – Marketing, Unity Tax Service, St. Louis, MO, January 2012 – Present
- Developed effective online/offline campaigns for customer acquisition and retention, by analyzing and harnessing historical market and customer sales data.
- Implemented and managed social media presence, branding and email marketing programs for further client engagement, retention and sales.
- Managed entire customer acquisition, sales, and service cycle by implementing automated processes for registration, form completions, file submissions and faster mobile chat/voice support.

Store Manager, Gas Mart 22, St. Louis, MO, April 2015 – Present
- Store manager responsible for employee staffing, training, product inventory, pricing and sales
- Implemented better procedures for inventory and stocking to reduce shrinkage on expired products.
- Increased store profits, by identifying and promoting trendy high margin products, and generating renewed customer demand and additional sales.
- Generated and analyzed sales reports to better manage inventory levels and increase supply of high demand products.

EDUCATION: LaunchCode, LC101 Programming Course — 2019