

EDUCATION

University of Southern California (USC)

Expected Graduation: DEC 2015

- B.A. Economics; Minor in Web Technologies and Applications (Minor GPA: 3.68); Dean's Honor List

Relevant Coursework: Interactive Web Development [A-]; Web Application Project [A-]; User Experience Design[A]; Interactive Web Development[A-]; Introduction to Programming [A]

WORK EXPERIENCE

Smartify | Pasadena, CA

AUG 2014 – JULY 2015

Marketing Enablement

- Oversee website development and design, optimizing user experience by improving UI requirements
- Perform industry buzzword research to deploy web advertisements and increase web page visibility
- Generate sales leads through web marketing campaigns and coordination of email blasts
- Researching and quantifying the marketing technology ecosystem to gain a competitive edge

Millennium Systems Inc. | Irvine, CA

MAY 2013 – AUG 2014

Web Marketing Intern

- Increased web-traffic ranking(Alexa) by over 500,000 by reconfiguring website UX/UI design and SEO
- Revamped company branding by effectively displaying features and incorporating use of success indicators, decreasing website bounce rates by over 50% and increasing time spent on site by 30%
- Compiled key web statistics using SmarterStats to provide team insight when shaping marketing strategies
- Gathered intelligence on competitive landscape to gain a market advantage and construct sales proposal

Pink Martini Event Planning | Monterey Park, CA

APR 2014–AUG 2014

Private Web Marketing Consultant

- Consulted in strategies to improve web visibility including the use of SEO to increase search engine presence, social media/blogging, and improvement of overall site usability

Harmony Tree Learning Center | Monterey Park, CA

JUN 2010 – AUG 2011

Business Coordinator

- Strategically managed volunteer staff of 10-15 by determining organizational needs and distributing tasks
- Coordinated meetings to prepare course curriculum refinement, event scheduling, and strategic recruitment

LEADERSHIP

Trojanpreneur | Los Angeles, CA

JAN 2015 – MAY 2015

Front-End Web Developer

- Created single page applications with MVC architecture, synchronizing database to DOM using AngularJS
- Developed user interfaces using HTML5, CSS3, JavaScript, Bootstrap, and Angular Material Design
- Coordinated closely with team, employing Agile methodologies to complete project milestones

BrasilPost (Huffington Post Brazil) | BR

MAY 2014 – Present

Blogger

- Researched positive and negative economic indicators of Brazil, exploring their causes and effects
- Published an article discussing and predicting the point of economic convergence between Brazil and the US

International Social Fraternity of Delta Chi | Los Angeles, CA

JAN 2014 – Present

Active Member

- Coordinated a social event with a budget of \$15,000 at fraternity house, attracting over 300 attendees
- Participated in philanthropy event that raised over \$4,500 for the Jimmy Valvano Foundation for Cancer

Global Income Convergence Group | Los Angeles, CA

MAY 2014 – MAY 2015

Active Member

- Conduct research concerning the convergence of disparity between low and high income countries
- Develop computer program to facilitate research and data analysis of income convergence indicators

SKILLS & INTERESTS

Strong knowledge in HTML, CSS, Javascript, Python, WordPress

Proficient in MySQL, PHP, jQuery, Bootstrap, Bower, Angular

Basic Knowledge in SASS, Ionic, MongoDB, Github, NodeJs, ExpressJs

Interests: Basketball, Scuba Diving, Cooking, Weightlifting, Pomade-crafting, Body-boarding, Hip-Hop, Skateboarding