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## EDUCATION

### University of Southern California (USC)

DEC 2015

- B.A. Economics; Minor in Web Technologies and Applications (Minor GPA: 3.57); Dean's Honor List

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

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## 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/bloggging, 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

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## LEADERSHIP

### Trojanpreneur | Los Angeles, CA

JAN 2015 - MAY 2015

#### Front-End Web Developer

- Developed single page application using AngularJS as the MVC framework, interacting with REST API
- Created 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 - DEC 2015

#### 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

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## SKILLS & INTERESTS

**Strong knowledge** in HTML, CSS, Javascript, jQuery, Python, WordPress, Materialize, Bootstrap, Foundation

**Proficient** in MySQL, PHP, AngularJs, MongoDB, Github, NodeJS, ExpressJS, Vue.js, Heroku

**Basic Knowledge** in SASS, Ionic, React, Ember

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