

Brett Westwood

dabrettwestwood@gmail.com | (813) 499-8379 | Tampa, FL | [linkedin.com/brettwestwood](https://www.linkedin.com/brettwestwood) | github.com/bwestwood11

My Personal Portfolio => brettwestwood.dev
My YouTube Channel => youtube.com/brettwestwood

SKILLS

Programming Languages: JavaScript, Typescript, NodeJS, HTML, CSS, MERN Stack
Technologies/Environment: ReactJS, ExpressJS, Firebase, NextJS, GitHub, Restful APIs, GraphQL, Bootstrap, TailwindCSS, Microsoft Office (Word, PowerPoint, Excel)

EDUCATION

Bachelor of Science in Finance, University of South Florida, Tampa, FL

May 2018

WORK EXPERIENCE

Front-End Software Developer, The Appliance Plug, Tampa, FL

August 2022 – Present

- Designed and implemented a fully-responsive, user-friendly, web application utilizing the MERN stack, enabling a seamless customer registration, account management, and access to exclusive content.
- Conducted thorough user testing and analysis to identify pain points and areas for improvement, resulting in the successful integration of multiple new features and enhancements. These updates significantly enhanced the user experience, driving increased engagement.
- Pioneered and executed a highly effective membership program, leading to a notable boost in recurring revenue and improved customer retention rates..

Marketing Director, Marketing Genies on Demand, Tampa, FL

October 2017 – August 2022

- Oversaw and optimized the online presence of clients, employing captivating marketing campaigns to drive revenue growth.
- Conducted persuasive sales demonstrations for potential clients, establishing strong relationships and addressing inquiries to support their decision making process.
- Utilized various software platforms including Wordpress, Adobe Creative Cloud, ClickFunnels, Microsoft Office, Facebook, Instagram, and more, effectively leveraging these tools to maximize revenue generation..

RELEVANT PROJECTS

The Appliance Plug Membership Program, JavaScript/CSS/HTML NextJS - React Project

code: <https://github.com/bwestwood11/membership-app>

demo site: [Membership Program Here](#)

- Currently employed as a software developer at The Appliance Plug on a month-to-month contract basis.
- I spearheaded the development of a monthly membership program to offer additional value to both existing and new customers.
- Utilizing NextJS, TailwindCSS and JavaScript. I successfully delivered a fully functional membership program that enhances the overall customer experience.

Competitive Edge Junk Removal, JavaScript/CSS/HTML NextJS - React Project

code: <https://github.com/bwestwood11/competitive-edge-junk-removal>

demo site: [Junk Removal Company](#)

- Developed a robust website for a junk removal company, integrating key features such as Stripe payments, Next.js, and MongoDB database.
- Implemented seamless payment processing through the integration of Stripe, ensuring a secure and user-friendly experience for customers.
- Leveraged Next.js and MongoDB to create a high-performing and scalable website, optimizing the efficiency of data storage and retrieval processes.RM.

HONORS AND AWARDS

- Florida Bright Futures Scholarship

Aug 2013 – May 2018