

# Carlos Martinez

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## BRAND STATEMENT

**Versatile Full-stack software engineer with a track record of driving user-centric solutions through collaboration and innovation. Passionate about embracing new challenges, nurturing inclusivity in the digital space, and promoting agile, result-driven tech practices. Committed to fostering positive change and delivering consistent value in rapidly evolving technological landscapes.**

**Languages:** JavaScript, Python, HTML5, CSS3

**Frameworks/Libraries:** Express, Mongoose, Django, Flask, React, Material UI, TailwindCSS, Bootstrap

**Databases/Backends:** PostgreSQL, MongoDB

**Methodologies:** MVC, OOP, RESTful Architecture

**Tools:** Git, GitHub, MS Visual Studio Code, Command Line Interface, Xcode

## PROJECTS

### AniDex (Anime Progress Tracking App)

- Spearheaded a team to develop AniDex, a JavaScript-based responsive anime progress-tracking app using Node.js, Express, and MongoDB.
- Demonstrated full-stack expertise, ensuring robust data management with MongoDB.
- Adopted GitFlow methodology, enhancing the team's collaboration and version control.

### NEED (E-commerce Application)

- Developed a comprehensive online marketplace, using the MERN Stack (MongoDB, Express, React.js, Node).
- Designed a SPA with integrated user authentication and robust server-side logic.
- Leveraged Stripe API and DummyJSON API for secure transactions and enhanced platform features.

### Fitness Tracker App

- Developed a user-centric fitness app with Python, Django, and PostgreSQL, promoting personalized workout management.
- Enhanced user engagement with WGER exercise selections and motivational quotes via FreeCodeCamp API.

## EXPERIENCE

### **GroundUp Solutions – Los Angeles, California**

*July 2023 – Present*

Founder, Lead Engineer

- Founded a company of 4 engineers offering digital solutions for small businesses in underserved communities.
- Onboarded and digitally transformed 15+ businesses, optimizing their web performance and leading to an average 20% increase in online conversions.
- Developed and optimized 12 responsive websites, resulting in an average of 30% increase in user engagement and 25% improvement in site load time.
- Crafted digital marketing strategies focusing on SEO optimization, social media engagement, and email marketing, leading to measurable improvements in online visibility and customer engagement/conversion.

### **Freelance Software Engineer – Los Angeles, California**

*June 2023 – August 2023*

Software Engineer

- Offered software solutions, website development, and digital marketing services to local businesses.
- Designed and launched a React-based website for Salas Family Restaurants with an integrated loyalty rewards system using Node.js and MongoDB, resulting in a 20% boost in client retention.
- Developed a Flask and Django-based application for S&J Legal Services to streamline document assignments for Process Servers. Integrated Google API for real-time address management and optimal route calculations.
- Leveraged OpenAI's ChatGPT API and advanced Language Learning Models (LLM) for S&J Legal Services, customizing the chatbot with firm-specific information, including FAQs and business details.
- Implemented an AI-driven chatbot on their web platform, autonomously addressing user queries. The initiative received 80% positive user feedback from end-of-chat surveys and led to a 25% increase in daily work hours saved.

### **La Unidad Latina Foundation – New York, New York**

*June 2021 – March 2023*

Web Developer

- Analyzed and enhanced the existing codebase, spearheading the member page revamp with member profiles and summaries.
- Collaborated with the marketing team, increasing web traffic by 15% via SEO and content strategy.
- Managed the end-to-end development of 5 organizational websites; planned, developed, and met with stakeholders ensuring brand alignment.
- Administered and optimized the MongoDB user database, ensuring efficient data retrieval, security, and integrity.
- Spearheaded the design and maintenance of specialized databases tailored for individual chapters, facilitating streamlined operations and a centralized platform for member management and chapter activities.
- Conducted regular software testing to identify and resolve issues, ensuring optimal user experience.

## EDUCATION

**Santa Monica College, Web Programming/Computer Science**

*June 2023 - Present*

**General Assembly, Adobe Digital Academy Software Engineering Immersive Bootcamp**

*March 2023 - June 2023*

**University of California, Los Angeles, Sociology, Chicana/o and Central American Studies**

*September 2018 - June 2022*