

# Josué Pérez

## PROFILE

Experienced front-end developer and certified Salesforce Developer, skilled in designing, building and maintaining responsive, user-friendly websites and applications that meet client needs. Strong problem-solving abilities and a passion for learning and staying up-to-date with the latest web development trends.

## EXPERIENCE

### **SALESFORCE DEVELOPER, REVOLENT/AMERICAN EXPRESS; NY – 2021 - 2023**

Worked within the Salesforce Marketing Cloud ecosystem with tools like: Journey Builder, Content Builder, Email Studio.

- Developed responsive email templates using HTML/CSS on Content Builder.
- Used AMPscript to create personalized and dynamic emails based on customer data.
- Created data extensions to filter customers data for a more targeted campaigns.
- Worked with the Journey Builder tool to design, built and maintain multiple campaigns.

### **FRONT-END DEVELOPER, BLUE STATE; NEW YORK – 2018 - 2021**

- Worked on digital agency projects, developing and maintaining responsive and user-friendly websites and applications. (Tools: HTML, JS, CSS, React)
- Collaborated in a team with other developers and designers to ensure that projects were developed, delivered and maintained to the client's satisfaction.
- Developed and deploy email templates on CRM tools such as EveryAction, HubSpot and Salesforce Marketing Cloud while testing them on Litmus.
- Utilized frameworks such as React to build the front-end for various projects integrated with a Drupal CMS as the back-end. (Tools: React, Swagger, Drupal)
- Worked on an in-house team project to design and build a components library to facilitate future development and greatly reduce the deliverable time to clients.

## SKILLS

- HTML | CSS/SCSS/SASS | Tailwind/Bootstrap | JavaScript | jQuery | Webpack
- NodeJS | ReactJS | VueJS | GatsbyJS | GraphQL | WordPress | Drupal | PHP | NetlifyCMS
- PhotoShop | Sketch | Zeplin | Figma
- Salesforce(Cloud, SFMC) | EveryAction | HubSpot | PostgreSQL | MySQL | Git | GitHub
- Salesforce Certified Administrator | Salesforce Certified Platform Developer I