

Chris Garcia

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[Portfolio](#) ● [Github](#) ● [LinkedIn](#)



Objective

Inquisitive, self-motivated, performance focused professional with a strong understanding of project management, ecommerce best practices, and web development seeking to take the next step in my career by being part of an engineering team and applying my new full stack skills.

Experience

Digital Pipeline Manager - The Real Real

Jan 2021 - Current

- Set and facilitate the quarterly and monthly content planning schedule across site and social, working cross-functionally to ensure consistency across the teams
- Architect efficiencies throughout the planning process, working with relevant teams to optimize and apply out.
- Manage project workflows, timelines and roadmaps for business plans and objectives ; maintain optimal production processes to ensure deliverables are met with consistency and accuracy.
- Manage end-to-end development timelines for projects ranging from small-scale site deliverables to large-scale brand initiatives
- Oversee day-to-day resourcing assignments in partnership with Creative to load balance resources against evolving business priorities
- Leverage familiarity with eCommerce best practices to influence strong customer experiences throughout the shopping funnel

Digital Producer - Levi Strauss & Co.

May 2019 - Jan 2021

- Manage site refreshes and web projects in partnership with cross-functional teams to prioritize, troubleshoot and provide communication to business stakeholders.
- Enable production team to lead business readiness support for site enhancements; partnering with Product Managers to execute UAT, Training, Test Data, BAU workflows, defect prioritization , communication and post launch activities.
- Working knowledge of web production and release processes, including direct experience with website tools, content management systems and technologies.
- Manage project workflows, timelines and roadmaps for business plans and objectives ; maintain optimal production processes to ensure deliverables are met with consistency and accuracy.
- Assess operational plans and technical changes to the site; make decisions based on organizational capacity and brand impact (e.g. coordinate tool/site outages with marketing calendar/upcoming events)
- Optimize the operational effectiveness of existing processes by identifying opportunities for improvement
- Lead and enable production team to provide business support for run-ins, production issues and demonstrate effective communication with cross-functional teams , business partners , and senior leadership



Technical Skills

- Proficient in HTML, CSS and Javascript
- Accomplished user of Content Management Systems; Salesforce Commerce Cloud (Demandware), Hybris, Shopify, Magento, and Oracle ATG
- Effective in providing analytics reporting using Business Objects, Tableau, or Google Analytics
- Adept in Project Management tools such as Asana, JIRA, Basecamp, and Trello
- Experienced using ESP's such as Listrak and Klaviyo
- Familiar with digital asset management tools like Scene7 and Ampliance
- Working knowledge of social media tools

Projects

Lyric Finder App

The first group project of the bootcamp course. The purpose of the project was to tie all the front end tools together. My group used HTML, CSS and Javascript to build a web app that allowed users to search for the lyrics of the top 50 songs of their favorite artist. [Check it out!](#)

Weather Dashboard

I built a web app that uses OpenWeather's API to display the current weather, and a 5-day forecast for the city of your choice. This app also saves your searches to local history and references them if you come back. [Check it out!](#)

Day Planner

I created a simple calendar application that allows a user to save events for each hour of the day by modifying starter code. This app runs in the browser and features dynamically updated HTML and CSS powered by jQuery. [Check it out!](#)

Education / Certifications

University Of North Texas

August 2015

Bachelors of Science in Digital Retailing

University Of Denver

Planned August 2021

Full Stack Certification