

Brandon Espinosa

Application Developer writing and deploying clean, efficient and responsive HTML/CSS/JavaScript code

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MILITARY EXPERIENCE:

U.S. Army - Healthcare Specialist

September 2001 - June 2005

Ft. Benning, GA

- Honorable Discharge, Army Commendation Medal for Valor

WORK EXPERIENCE:

U.C. Berkeley Extension Coding Bootcamp - Fullstack Software Developer

June 2022 - Present

Oakland, CA

- **Craft and launch powerful, multi-channel marketing campaigns** across email, SMS, push notifications, and web—maximizing engagement at every digital touchpoint.
- **Code pixel-perfect, responsive HTML/CSS** for high-converting emails and landing pages that shine across devices.
- **Develop smart, dynamic scripts** to deliver deeply personalized and memorable customer experiences.
- **Utilize GitHub and VSCode like a pro**—collaborating on code, performing peer reviews, and maintaining clean version control.
- **Partner with creative, product, and strategy teams** to transform business goals into seamless, scalable technical marketing solutions.
- **Spot bottlenecks before they happen**—proactively engineering streamlined workflows and innovative fixes.
- **Guarantee flawless rendering** across email clients and screen sizes—delivering polished, bug-free campaigns every time.
- **Harness the power of approved AI tools** to supercharge productivity, spark innovation, and fine-tune marketing performance.
- **Lead the charge on implementing advanced MarTech strategies**, driving results with cutting-edge tools and streamlined processes.
- **Stay at the forefront of digital marketing and Salesforce Marketing Cloud trends**, continuously sharing insights and fresh ideas with the team.
- **Champion compliance** by rigorously adhering to CAN-SPAM and other critical email regulations—ensuring trust and legal integrity.

Smith Hampton & Devlin, LLC - Operations Manager, Recruiter

December 2009 - June 2023 Oakland, CA

- Recruiter and Executive Assistant to the Principal at a fast-paced, boutique staffing agency
- Reviewed 300+ resumes to determine candidates' credentials
- Maintain accurate candidate records and ensure ATS is accurate

EDUCATION:

University of Phoenix - B.S., Psychology

2008 - 2011

U.C. Berkeley Extension Coding Bootcamp

06/2022 - 09/2022

- Web Development - HTML, CSS, JavaScript, Databases