FABRICIO BUSTAMANTE

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OBJECTIVE:
Ambitious and dependable Full-Stack Web Developer with a proven ability to adapt in both self-starting and collaborative environments, while staying focused on achieving high-quality results under strict-deadlines. Fast learner, hard worker and team player who is proficient in an array of computer languages as well as the principles and techniques of website construction and maintenance.

EDUCATION:
RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
Rutgers Business School – Newark
Bachelor of Science, Marketing, August 2018
Overall GPA: 3.32/4.00
- Dean's List: Fall 2014, Spring 2017, Spring 2018

CERTIFICATIONS:
Rutgers, Full Stack Coding Bootcamp
Expected date of completion: February 2022

TECHNICAL TOOLBOX:
Languages: JavaScript, HTML, CSS, GraphQL
Databases: MySQL, NoSQL, MongoDB
Libraries: React, Mongoose, Sequelize.js, Handlebars.js, jQuery
Skills: Agile Development, Node.js, Express.js, RESTful API, Bootstrap, Bulma, Webpack, Cloud (Heroku), GitHub

PROFESSIONAL EXPERIENCE:
Humanscale – New York, NY

Junior Web Developer   August 2021 – Present

- Write website code with programming languages such as HTML, CSS, and JavaScript
- Produce, maintain, and modify website UI
- Incorporate applications, graphics, audio, and video clips into company website
- Create tools to further enhance UX
- Ensure website is accessible and responsive across numerous devices, including laptops and smartphones
- Routinely test website for ease of use, speed, and other quality factors
- Troubleshoot website for issues or bugs that arise

Digital Marketing Coordinator   February 2019 – July 2021

- Analyze website traffic and keyword performance to proactively optimize web pages
- Develop on-site body content, meta descriptions, and title tags in support of SEO strategies
- Update retargeting ad feed weekly using data extracted from Google Analytics
- Update US and Canadian product catalogs with available items
- Collaborate with cross functional & international teams to coordinate new product rollouts
- Engage in eCommerce QA efforts to ensure functionality and messaging accomplishes business and consumer objectives
- Efficiently work within internal CMS in order to optimize revenue-earning processes and foster the growth of our eCommerce website
- Offer strategic recommendations to improve user experience
- Create and send custom review requests to online customers to collect official product reviews for eCommerce website
- Maintain internal marketing request system and field requests from other departments for marketing materials
- Budget tracking for marketing department