

Grace Ann Aranico

Front-End Web
Developer

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Skills

Development: HTML5, CSS3, Javascript, ReactJS, React Native, GitHub, Git, VSCode, Bootstrap

Marketing: Google Tag Manager, Google Analytics, Google Ads, Facebook, LinkedIn, Programmatic Display

Project Management: ClickUp, Salesforce, Basecamp, FreshDesk, Parature

Experience

AlphaWorks, Inc. (subdivision of Bitwise Industries)

React Native Apprentice | SEPT 2021 - PRESENT, FRESNO, CA

- Design and develop responsive websites from scratch, using SCRUM Agile methods.
- Assist in planning and writing features and user stories for larger web applications.
- Complete smaller features of larger group projects and updating the progress on the Github project board.
- Collaborate with team lead and colleagues via pair programming.
- Educated myself on **[insert independent study topics here]**.
- Completed **xxx** projects, utilizing HTML, CSS, JavaScript, React

Bitwise Industries Workforce Training (subdivision of Bitwise Industries)

Co-Teacher, Websites for Beginners (6-week course) | JAN 2022 - FEB 2022, FRESNO, CA

- Co-taught HTML and CSS fundamentals to beginner web development students.
- Assisted in answering students questions to help the lead instructor maintain a flow during their lesson.
- Helped maintain a positive and encouraging learning environment.
- Assisted and supported students in groups and on an individual basis in and out of class.
- Regularly communicated with students to provide updates and reminders.
- Maintained attendance records.

excelerate Digital (subdivision of The McClatchy Company)

Operations Manager | SEPT 2017 - SEPT 2021, FRESNO, CA

- Served as Project Manager for in-market sales and client success teams to ensure the fulfillment of digital marketing campaigns were on-time and on budget for 26 markets nationwide.
- Managed the campaign life cycle, timelines, and budgets from account launch through contract completion.
- Implemented set up of campaign tracking process including creation and implementation of conversion pixels in Google Ads, Campaign Manager 360, Facebook, Adobe, and more, through Google Tag Manager.
- Served as the go-to resource for internal departments such as the in-market teams, media buyers, media strategists, and creative.
- Managed communication with partner vendors to ensure deliverables were received on time and aligned with the client's primary KPIs.
- Created department wide processes and documentation for post-sale procedures that could be implemented at scale.

The McClatchy Company

Team Lead | JUNE 2016 - SEPT 2017, FRESNO, CA

Digital Advertising Coordinator | FEB 2015-MAY 2016, FRESNO, CA

- Implemented the placement, management and optimization of digital marketing campaigns for 26 markets nationwide.
- Coached and consulted with Digital Advertising Coordinators, local markets, and other sales & operations teams to identify appropriate digital solutions, analyzed campaign performance, and made optimization recommendations that align with client needs.
- Fostered high-quality customer service relationships with all of our departments.
- Balanced the team's workload and addressed escalations promptly.

- Conducted market training and development either on-site or remote: on-boarding, trafficking, custom training.

The Tribune

Media Specialist/Cars.com Specialist | MAR 2009-AUG 2011, San Luis Obispo, CA

- Created ROI-impactful print and digital solutions to retail, local ad agency, and automotive accounts
- Identified prospects and captured new business revenue, while retaining and growing existing account base
- Participated in community and industry events to promote The Tribune and Cars.com
- Created comprehensive weekly and month campaign reports

The Fresno Bee

Digital Advertising Specialist | MAY 2014-FEB 2015; OCT 2011-FEB 2013

- Collaborated with account executives to create and execute digital campaigns.
- Implemented and optimized display, search, social media, and audience extension campaigns
- Reconciled monthly billing and invoicing.
- Created monthly and weekly comprehensive campaign reports.
- Trained new digital employees on post-sale processes.

Online Account Executive | FEB 2013 – DEC 2013, JUNE 2008 – MAR 2009

- Developed ROI-impactful digital solutions for retail accounts within a defined territory.
- Implemented and optimized digital display, search, social media, and audience extension campaigns
- Developed and executed local marketing, social media, sales, and trainings for dealsaver.com
- Identified prospects and captured new business revenue, while retaining and growing existing account base
- Created monthly and weekly comprehensive campaign reports

Education

Bitwise Industries | Workforce Training Web Development

FRESNO, CA (APRIL 2021 - SEPT 2021)

Course study included: Websites for Beginners, Mobile Friendly Websites, Javascript, React

California State University, Fresno | B.A. Mass Communications & Journalism-Advertising Option

FRESNO, CA

Course study included: market research, advertising copywriting, media writing, media sales, media buying.