

# DEXTER "DJ" JULES


## FULL STACK DEVELOPER & SENIOR DIGITAL STRATEGIST



dexterjulesjr@gmail.com 

@DexterJules 

856.689.2190 

GitHub - iam-dj 

## PROFILE

As a passionate full-stack developer with a deep understanding of digital marketing strategy, I have earned a reputation as a highly respected professional who values creativity, technology, and continuous learning. My portfolio presents a diverse range of engaging designs, innovative full stack web applications, and compelling branding strategies that showcase my ability to blend front-end creativity with back-end functionality.

## EXPERIENCE

### 2023 University of Washington-- Seattle Full Stack Developer Certification



JavaScript | Model-View-Controller (MVC) | MongoDB | MySQL | Frontend Frameworks | React | Github | Front & Back-End Web Development | jQuery | HTML5 | SQL | CSS3 | Sequelize.js | Heroku | REST Apis | OOP

- As part of a 4-person team, I contributed to the creation of a MySQL relational database and implemented the MVC architecture and Bootstrap framework for the DRTY Nomad app winning two awards for Best Overall and Functionality.
- Developed and deployed a fully-functional Pokemon clone web application using React, Node.js, and MySQL in 10 days winning two awards for Best Functionality and People's Choice
- As the project manager, I successfully directed three teams in managing the Kanban board and achieving daily objectives, ultimately leading to the successful delivery of a Minimum Viable Product and scalability.

### '22-'23 Edelman -- Seattle, WA Mar-Mar VP, Digital Content Strategy



Integrated content strategy | Client project management | Mentoring | Brand creative development | Client relationship management | Content strategy evolution | Leadership | Creative Briefing | Deductive reasoning

- Spearheaded the development and execution of integrated content strategies for priority clients across B2B and B2C industries, resulting in a 20% increase in engagement rates and a 15% increase in lead generation.
- Leveraged Edelman's Social Accelerator methodology to drive growth, resulting in over \$500K in new business revenue within my first year of implementation.
- Managed the end-to-end delivery of multiple client projects simultaneously, collaborating with creative and production teams to develop innovative brand creative that increase audience action by 2x.
- With my guidance and leadership, I mentored a group of four junior staff members, resulting in one deserving promotion and team recognition from colleagues.

### '21-'22 VMLY&R-- Seattle, WA Jul-Mar Senior Connections Manager



Social media strategy | POV creation | Creative brief development | Campaign optimization | Content planning | Industry knowledge | Communication | Relationship building | Reporting and analysis

- Crafted and executed social media strategies for Microsoft, Meta, and Oculus resulting in a 20% increase in engagement rate, 15% increase in reach, and 10% increase in follower growth.
- Collaborated with creative teams to develop unique content ideas, resulting in a 15% increase in brand awareness for all three clients.
- Recommended and implemented new paid media tactics for clients increasing website traffic by 40%.

## EDUCATION

### University of Washington

2023 | Certificate

Full Stack Web Development

#### App Links

- Brewvey: [bit.ly/3MIXhcS](https://bit.ly/3MIXhcS)
- DRTY Nomad: [bit.ly/41MLiiY](https://bit.ly/41MLiiY)
- Pokemon: <https://bit.ly/DRYPokemon>

### Manhattan College

2004 - 2008 | Bachelors of Science

Computer Science & Mathematics

# EXPERIENCE

'14-'21  
Feb-Jun

ExcelSM-- New York, NY

Sr Social Media Manager



Creative Development | Strategy Execution | Data-driven Insights | Data Optimization | Influencer Marketing | Revenue Generation | Cross-functional Collaboration | Sports Industry Expertise

- Developed and executed innovative social media campaigns for professional athletes in the PGA Tour, NBA, NFL, MLB, and MMA that resulted in a combined increase of over 500K followers across platforms.
- Leveraged data-driven insights to optimize social media content strategy, resulting in a 25% increase in engagement rates for clients across various industries.
- Collaborated with cross-functional teams to launch successful influencer marketing campaigns that generated \$300K+ in revenue for multiple clients within the sports industry.

## Awards & Honors

- Award: Best Functionality Award - DRTY Nomads Web Application
  - Issuer: University of Washington (2023)
- Award: People's Choice Award - DRTY Nomads Web Application
  - Issuer: University of Washington (2023)
- Award: Best Functionality Award - DRY Pokemon Web Application
  - Issuer: University of Washington (2023)
- Award: Best Presentation Award - Brewvey Web Application
  - Issuer: University of Washington (2023)
- Award: People's Choice Award - DRY Pokemon Web Application
  - Issuer: University of Washington (2023)
- Award: Best use of Facebook
  - Issuer: Cynopsis (2014)

INTERESTS	TECHNICAL TOOLS & SYTEMS
<ul style="list-style-type: none"><li>• Cultural immersion: Engaging in cultural exchange programs, attending local festivals and events, traveling, exploring diverse cuisines</li><li>• Tech exploration: Attending tech conferences and meetups, participating in hackathons or coding competitions, exploring emerging technologies through online resources and tutorials, and contributing to open-source projects related to travel and technology.</li><li>• Computer language learning: Joining language conversation groups, taking language classes or online courses, and practicing</li></ul>	<div>OS<ul style="list-style-type: none"><li>• macOS</li><li>• Windows</li></ul></div> <div>Tools<ul style="list-style-type: none"><li>• JavaScript: Node.js, Express.js</li><li>• Model-View-Controller (MVC): Handlebars</li><li>• MongoDB: Mongoose, MongoDB Atlas</li><li>• MySQL: MySQL</li><li>• Frontend Frameworks: React, Materialize, Bootstrap,</li><li>• Github: Git, GitLab,</li><li>• Front &amp; Back-End Web Development: HTML5, CSS3, JavaScript, Bootstrap, Material-UI</li><li>• jQuery: DOM manipulation</li><li>• HTML5: Semantic HTML, Canvas, SVG</li><li>• CSS3: CSS Grid, Flexbox,</li><li>• Sequelize.js: Sequelize CLI, Database migrations</li><li>• Heroku: Deployment platform, Heroku CLI</li><li>• REST Apis: Express.js</li><li>• OOP (Object-Oriented Programming): JavaScript, C#,</li></ul></div>