# DEXTER "DJ" JULES
FULL STACK DEVELOPER & SENIOR DIGITAL STRATEGIST

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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.

EDUCATION

University of Washington
2023 | Certificate
Full Stack Web Development
Work Example Links
- Brewvey: bit.ly/3MIXhcS
- DRTY Nomad: bit.ly/41MLiiY

Manhattan College
2004 - 2008 | Bachelors of Science
Computer Science & Mathematics

EXPERIENCE

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

SKILLS: 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

- Developed a full-stack web application using React, Node.js, and Express that improved website functionality
- Collaborated with a team of 5 developers to refactor an existing e-commerce, library database, and digital passport website using MVC architecture and Bootstrap framework
- Implemented automated testing using Jest frameworks for a REST web application
- Developed and deployed a fully-functional web application using React, Node.js, and MySQL in 10 days winning two awards for Best Functionality and People's Choice

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

SKILLS: 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 multiple 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 for offering-specific targets, resulting in over $500K in new business revenue within the 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 drove audience action. Mentored junior staff to ensure successful project completion and career growth.

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

SKILLS: 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%.

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 Presentation Award - Brewvey Web Application
  - Issuer: University of Washington (2023)

- Award: Best use of Facebook
  - Issuer: Cynopsis (2014)

INTERESTS

- Cultural immersion: Engaging in cultural exchange programs, attending local festivals and events, traveling, exploring diverse cuisines
- 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.
- Computer language learning: Joining language conversation groups, taking language classes or online courses, practicing language skills through language exchange apps, and immersing yourself in language-related activities

TECHNICAL TOOLS & SYTEMS

OS
- macOS
- Windows

Tools
- JavaScript: Node.js, Express.js
- Model-View-Controller (MVC): Handlebars
- MongoDB: Mongoose, MongoDB Atlas
- MySQL: MySQL
- Frontend Frameworks: React, Materialize, Bootstrap,
- Github: Git, GitLab,
- Front & Back-End Web Development: HTML5, CSS3, JavaScript, Bootstrap, Material-UI
- jQuery: DOM manipulation
- HTML5: Semantic HTML, Canvas, SVG
- CSS3: CSS Grid, Flexbox,
- Sequelize.js: Sequelize CLI, Database migrations
- Heroku: Deployment platform, Heroku CLI
- REST Apis: Express.js
- OOP (Object-Oriented Programming): JavaScript, C#,