

DEXTER "DJ" JULES

FULL STACK DEVELOPER & SENIOR DIGITAL STRATEGIST

Seattle, Washington

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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

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

EXPERIENCE

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

JavaScript | React | MongoDB | MySQL | Frontend Frameworks | Redux |
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%.

EXPERIENCE

'14-'21 **ExcelSM-- New York, NY**
Feb-Jun **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)

TECHNICAL TOOLS & SYTEMS

Front-End Development:

- Proficient in front-end frameworks such as React, Materialize, Bootstrap, and Material-UI.
- High expertise in HTML5, including implementation of semantic HTML, Canvas, and SVG.
- Extensive command of CSS3, employing CSS Grid and Flexbox to create responsive layouts.
- Skilled in JavaScript and adept at leveraging jQuery for efficient DOM manipulation.

Back-End Development:

- Experienced in architecting and developing robust, scalable web applications using Node.js and Express.js.
- Proficient in working with databases, including MongoDB with Mongoose and MongoDB Atlas, as well as MySQL.
- Advanced proficiency in Sequelize.js for seamless database migrations and utilizing Sequelize CLI for efficient management.

Version Control and Collaboration:

- Possess a strong grasp of Git for comprehensive version control and collaboration.
- Familiarity with popular collaborative tools like GitLab and GitHub for streamlined project management.

Deployment and Hosting:

- Demonstrated experience in deploying applications using the Heroku platform with Heroku CLI.
- Proficient in deploying applications using Netlify for efficient and reliable hosting.

Other Concepts and Technologies:

- Proficient in implementing the Model-View-Controller (MVC) architecture, utilizing Handlebars as the robust view template engine.
- Skilled in developing highly scalable server-side applications and REST APIs using Express.js.
- Solid understanding and practical application of Object-Oriented Programming (OOP) principles, proficiently using JavaScript and C & C++.

WEB APPLICATIONS

- **Pokemon Game Clone** -- In this app, users can battle other users on the platform, collect Pokémon, and gym badges. The front end was designed in React, and using MySql on the back-end. The app won Best Functionality and shared the People's Choice award. <https://dripokemon.netlify.app/login>
- **DRTY Nomad Web Application** --The ultimate travel diary to showcase your travels to the world and plan your next one. This app was designed with Handlebars and uses MySql on the back-end. The app won Best Functionality and the People's Choice award. <https://bit.ly/DRTY-Nomads>
- **Brewvey App** -- The concept behind the app was to create a brewery randomizer to help introduce the area to transplants couples looking for a fun date while providing an interesting icebreaker to help get the conversation started. The app was built with vanilla JavaScript with API requests, DOM manipulation, and HTML. This app won Best Presentation and placed 5th overall. <https://bit.ly/Brewvey>