

DEXTER "DJ" JULES

DIGITAL INNOVATION SPECIALIST: FULL STACK DEVELOPER & PROJECT MANAGEMENT
Seattle, Washington

LinkedIn - www.linkedin.com/in/dexterjulesjr/ | **Email** - dexterjulesjr@gmail.com | **Social** - @DexterJules
Cell - 856.689.2190 | **GitHub** - <https://github.com/iam-dj> | **Portfolio** - <https://iam-dj.netlify.app/>

As a dedicated Digital Innovator skilled in full-stack development and project management, I am recognized for my commitment to fostering creativity, embracing technology, and pursuing ongoing growth. My extensive portfolio showcases a wide array of captivating designs, cutting-edge web applications, and impactful branding strategies, highlighting my proficiency in seamlessly uniting creativity with front-end ingenuity and back-end prowess.

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 -Student (Full Stack Certification) - Seattle, WA**

- Directed and managed three groups as Project Manager, overseeing Kanban boards, Git conflicts, daily stand-ups, and functionality scope planning, showcasing effective project leadership and scope management.
- For the app DRTY Nomads, I led the 4-person team, serving as Project Manager while contributing to the MySQL database and frontend architecture. Our app won awards for "Best Overall" and "Functionality."
- Managed a 10-day Pokémon clone web app project as Project Manager and lead Frontend Developer, using React. The app secured awards for "Best Functionality" and "People's Choice."

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

- Directed the creation content strategies for vital clients in both B2B and B2C sectors, increasing engagement metrics by an impressive 20% and elevating lead generation by 15%.
- Applied Edelman's pioneering Digital Accelerator methodology to engineer remarkable growth, yielding over \$500K in new business revenue within my inaugural year.
- Orchestrated the seamless execution of multiple concurrent client projects, fostering collaborative synergy with creative and production teams to architect innovative brand narratives that saw a 2x increase audience engagement.
- Nurtured and guided a team of four junior professionals, cultivating an environment that led to a noteworthy promotion and garnered recognition from peers for collective achievements.
- Blending content strategy and product management I crafted a UX strategy that increased impressions for digital entities by 2x while strategically driving audience growth for client stakeholders.

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

- Led the execution of effective digital strategies for Microsoft, Meta, and Oculus, achieving a 20% engagement boost, 15% broader reach, and 10% growth in followers.
- Collaborated with creative teams to shape unique content ideas, resulting in a 15% rise in clickthrough for paid content campaigns.
- Drove a 40% increase in website traffic by introducing and executing new paid media tactics for clients, effectively managing scope, risk, and client communication.

EXPERIENCE

'14-'21 **ExcelSM- Sr Social Media Manager - New York, NY**
Feb-Jun

- Executed innovative digital campaigns for professional athletes across PGA Tour, NBA, NFL, MLB, and MMA, driving a combined follower increase of 500K+ on various platforms.
- Leveraged data-driven insights to optimize social media content strategy, resulting in a 25% surge in engagement rates across clients from diverse industries.
- Collaborated cross-functionally to successfully launch influencer marketing campaigns, generating revenue exceeding \$300K for sports industry clients.
- Advised on optimal digital formats for athlete exposure, while analyzing associated risks and rewards to ensure campaign effectiveness.
- Devised and communicated progressive 30-60-90 plans to agents, outlining strategies for amplifying digital footprints and synchronizing content with PR-driven story timing.
- Collaborated with the creative department to produce captivating content, showcasing athletes' activities and fostering enhanced audience engagement.

TECHNICAL TOOLS & SYTEMS

Front-End Development:

- Proficient in front-end frameworks for UX/UI such as Next, React, Materialize, Bootstrap, and Material-UI.
 - This includes Wix, SquareSpace, and GoDaddy web development tools.
- 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 Java, JavaScript, TypeScript and adept at leveraging jQuery for efficient DOM manipulation.

Back-End Development:

- Experienced in architecting and developing robust, scalable web applications using Spring, Node.js, and Express.js
- Proficient in working with databases, including NoSQL, MongoDB and MySQL.

Project Management and Collaboration:

- Possess a strong grasp of GitHub for comprehensive version control and collaboration.
- Experienced in leveraging collaborative tools such as Tableau, and Monday to streamline workflows, ensuring effective communication, feature integration, and project tracking.

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 Java, 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://drypokemon.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://nomadness-drtty-a259a96650fd.herokuapp.com/>
- **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>