Isaac Asher

New York, NY | 929-884-2774 | isaac.asher97@gmail.com | [LinkedIn](#) | [GitHub](#) |

FULL STACK DEVELOPER

I am an experienced full-stack developer specializing in JavaScript, HTML5, and CSS3. With a main focus and expertise in optimizing program performance and creating visually appealing websites and mobile applications through DOM manipulation and problem solving. My background in sales and account management enhances my communication and customer retention abilities, and my degree in Finance and Communication enables me to understand client needs and deliver efficient solutions tailored to their requirements. With values rooted in integrity, teamwork, and excellence, I thrive on solving complex problems and finding innovative solutions that drive business success. Whether developing an e-commerce website or a healthcare provider's mobile application, my goal is to surpass expectations and provide tangible benefits to clients across industries.

TECHNICAL & INTERPERSONAL SKILLS

Languages: Python, JavaScript, HTML, CSS, SQL, Mongo, JSON, EJS
Libraries and Frameworks: React, Express.js, Django, Jquery, Bootstrap
Databases and other: PostgreSQL, MongoDB, RESTful Routing, JSON API
Interpersonal skills: Highly motivated and detail-oriented. Bilingual sales professional with English and Russian, well organized with proven ability to prioritize work and completing multiple tasks in a timely manner. Intermediate Microsoft Office, Google Suite & iOS.
Transferable skills: Digital & Social Media Marketing, Search Engine Optimization, Client Retention & Acquisition, Sales & Account Management, Business-To-Business Consulting, Financial Restructuring, Client Relationship Management, Problem Solving, Leadership

TECHNICAL PROJECTS

Rider Finder - [GitHub](#) | [App](#) - Coding language used | HTML5, CSS3, JS, jQuery
A website where users can search for their nearest city bike location while using their country or city, and receive an answer on the page with directions to that city bike location.
- Developed a user-friendly interface that allows cyclists worldwide to input their location and effortlessly find the nearest public city bikes available for use.
- Implemented a form-based search functionality that enables users to choose their country or city, enter the corresponding name in a text box, and submit the form to initiate the search process.
- Integrated the Public CityBikes API Documentation to retrieve up-to-date data on public city bikes, ensuring accurate and reliable information for users.
- Utilized API data rendering techniques to dynamically display the search results on the screen, providing users with immediate access to the nearest public city bikes in their desired location.
- Designed the app with a focus on simplicity and efficiency, enabling users to quickly locate and access the most convenient city bikes, enhancing their overall cycling experience.
- Received positive feedback from **95% of users** in post-launch surveys, indicating satisfaction with user-friendly interface and search functionality.
- Integrated with city bike systems in **100+ cities worldwide**, providing extensive accessibility to cyclists globally.

MyUfc Library - [GitHub](#) | [App](#) - Coding language used | HTML5, JS, CSS3, MVC, Node, Express, EJS, Mongo, RESTful Routing
A full stack CRUD application that requires users to create an account. Once logged in, through the use of a form, users can create, edit, update, and delete their very own custom library of ufc fighters.
- As a User, You will be able to login to your own My UFC Library and view your personal library of UFC fighters
- When clicking on any of the fighters, you will be taken to a page that shows attributes relating to each fighter

- Fighters can be added, edited & updated as well as deleted from your library.
- This App is great for anyone who is a fan of UFC as a sport and wants to keep track of their favorite, or least favorite fighters.

EXPERIENCE

General Assembly Fellow | General Assembly | New York, NY   04/2023 - present
- Demonstrated expertise in product development through hands-on experience with a full CRUD application created in a ten-day sprint with a team of developers and the successful implementation of strategies.
- Designed and developed a cutting-edge full CRUD/MERN application using REACT for the frontend and MongoDB for the backend.
- Built a comprehensive portfolio of individual and group projects, showcasing my development skills and abilities.
- Streamlined internal systems through the effective use of JavaScript, CSS, and HTML.
- Applied advanced object-oriented programming techniques to various projects, leading to improved performance and efficiency.

Home Warranty Account Manager | CPS | Brooklyn, NY   02/2022 - 08/2023
- Exceeded the average daily call count by dialing an average of 400 calls per day, doubling the standard call volume.
- Achieved a **100%** increase in the number of calls made, resulting in higher customer engagement and more deals closed for the company.
- Implemented pre-written email marketing campaigns to target customers who did not answer the phone, leading to increased sales.
- Generated **$20,000 in sales** within the first three months, resulting in a remarkable **200% increase** in monthly sales.

Real Estate Agent | R New York | New York, NY   05/2019 - Present
- Increased client appointments by **82%** through the creation of targeted social media advertisements for real estate listings, incorporating detailed SEO keywords.
- Achieved a significant boost in the number of real estate showings and appointments for the month.
- Utilized digital marketing strategies and SEO optimization to drive higher engagement and attract potential clients.
- Demonstrated expertise in client acquisition and successfully applied online marketing techniques to generate leads.

EDUCATION

General Assembly   *New York, Ny, 10/2023*
Full-stack software engineering 420+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies.

CUNY Baruch - Zicklin School Of Business, Bachelor's Degree: Finance   *New York, NY, 06/2020*