Israel Varela

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Overview

Software engineer with a background in digital marketing and analytics. Have led several website launches and overhauls as a marketing professional, and now looking for my next opportunity as a full-time software engineer building websites and software applications.

Technical Skills

Coding – HTML5, CSS3, JavaScript (ES5 and ES6), jQuery, Node.js, mySQL, MongoDB, Handlebars, Sequelize, ORM, Express.js, AJAX, Bootstrap, React.js, REST APIs, Git, JSON, Mongoose

Project Management – Asana, TeamworkPM, Basecamp, Slack, Agile Development Process

Digital Marketing – SEO, SEM, Paid Media, Social Media Marketing, Email Marketing (Constant Contact, MailChimp, Outreach), Blogging, WordPress, Google Analytics, Site Catalyst (Omniture), Google AdWords, Hootsuite, Spredfast, Raven Tools, Sprout Social, Radian 6, Argyle Social, Asana, Smartsheet, Yammer, HTML proficient, CRM Proficient (Sugar, SalesForce, Pivotal, PipeDrive), HubSpot

General Office – MS Office, VS Code, Google Apps, Adobe Creative Suite

Projects

Full Stack Web Development   **June 2020 – Dec 2020**
Program Southern Methodist University

Completed a 24-week full-stack web development program at SMU learning coding technologies and languages to be sufficient in building full-stack web applications with skill sets in both front-end and back-end. Some of the projects I have worked on:

Space Stocks App | GitHub: https://github.com/xtreme6007/Space_Stocks
Deployed URL: https://space-stocks.herokuapp.com/
- Space Stocks is an app that simplifies the information gathering of stocks. Our simple to use app pulls the latest stock gainers, along with RSI data via Financial Modeling Preps api to recommend whether to buy, sell, or hold a specific stock. As part of a team for this group project on the front end I worked on the material-ui and foundation frameworks for layout and styling using React App for the build. We utilized a React Google authorization package for the login/ signup of the app. We then built our own algorithm based on the api call and data to recommend whether you should buy, sell, or hold a specific stock.

White Glove Detailing App | GitHub: https://github.com/xtreme6007/shop-and-fix
Deployed URL: https://shop-and-fix.herokuapp.com/
- Developed an app that allows users to select and pay for a car detailing package to be completed while they are shopping. Used Node, Express server, Handlebars.js as the template engine, MySQL database with Sequelize ORM and utilized GET and POST routes for retrieving and adding data. Also used bcrypt for encrypting the user passwords.

ZOOLY APP | GitHub: https://github.com/israelvarela/ZOOLY
Deployed URL: https://israelvarela.github.io/ZOOLY/
- Developed an app where users could input the name of an animal, and it would return Giphy's of the animal as well as recommended books to learn more about the animal. Utilized both the Giphy and Google Books API's for calling and retrieving the data. Front-end was designed with HTML and Materialize CSS.

Education

Southern Methodist University – Full Stack Web Development, Dallas,
TX **Richland College** – Associate in Science, Dallas, TX

Experience

Web Developer (Contract)   **Jan 2021 – Present**

- Wordpress website installation, design, and development
- Edited website content, forms, creating new pages, updating menus
- Responsible for troubleshooting website and plugins for errors
- Designed, built, and deployed web services utilizing NodeJS, Javascript and ReactJs
- Created authorizations utilizing JWT (JSON Web Token)
- Implemented front-end design with HTML, CSS
- Integrated RESTful API's
- Updated user-facing features using React.js
- Developed web applications using MVC format

Virtual Tech Gurus   **June 2020 – Dec 2020**
Information Technology & Service

Marketing Manager (Contract)

- Worked with key stakeholders in-house to develop a holistic and overarching digital marketing strategy
- Oversaw creation and production of paid media campaign (LinkedIn) to drive lead generation
- Sourced third party email marketing provider for creation and launching of new email campaigns
- Produced informational videos for web content to be use on websites, social media, and email
- Managed monthly marketing budgets and campaigns
- Developed marketing timelines for content calendars
- Project managed deliverables and campaigns
- Oversaw team of 4 in-house team members to ensure production and deadlines were being met
- Weekly reporting to stakeholders to identify areas for improvement and/or pivoting as needed
- Oversaw the roll-out of new business entities along with new web properties from conception, through ideation, and final release
- Reviewed all wireframe, content design, campaign creations, and paid media ads to ensure quality before execution
- Successful email marketing campaign saw a 133% growth in lead generation from previous efforts
- Increased website visits 387% due to content marketing roll-out

iHeartMedia   **June 2019 – May 2020**
Broadcast Media

Multi-Media Marketing Consultant

- Worked with key stakeholders across clients in developing marketing strategies
- Planned and executed marketing tactic across radio, streaming audio, podcasts, OTT, targeted display, social media, email, as well as local events.
- Measured and reported performance of all campaigns against client KPI's
- Negotiated rates and budgets for client marketing campaigns
- Identify new trends, emerging technologies, and marketing channels to present to clients.
- Project managed and coordinated multi-channels and projects

FindNow Interactive   **April 2014 – June 2019**
Digital Marketing Agency

Director of Strategy

- Oversaw development and UX/UI design of fully responsive client websites and blogs
- Managed client websites and blogs (WordPress, Drupal, WooCommerce, Shopify).
- Updated client websites and blogs by customizing HTML, CSS, and Javascript
- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Designed, built and maintained social media presence
- Measured and reported performance of all digital marketing campaigns, and assessed against goals (ROI and KPIs)
- Conducted keyword research, audience targeting, competitive analysis, content optimization, meta-tag creation, link development and other SEO related activities
- Planned, executed, and measured experiments and conversion tests
- Collaborated with internal teams to create landing pages and optimize user experience
- Created email targeted and segmented lists
- HTML email marketing template creation

Splash Media   **Nov. 2011 - Feb. 2014**
Digital Marketing Agency

Account Manager

- Oversaw development and UX/UI design of both new and overhauling client websites and blogs
- Managed client websites and blogs (WordPress, Drupal).
- Updated client websites and blogs by customizing HTML, CSS, and Javascript
- Developed, implemented and managed Search Engine Optimization (SEO)
- Developed customized and targeted SEO landing page solutions to maximize effectiveness of Search campaigns
- Conducted multivariate A/B testing on numerous landing pages on client sites.
- Conducted keyword research, competitive analysis, content optimization, meta-tag creation, link development and other SEO related activities
- Created client reports and implemented site tagging using Site Catalyst to better understand user behavior and implement strategy changes as needed.
- Monitored and reported on metrics such as keyword ranking, effectiveness of site optimization etc.

Volunteerism

Knights of Columbus (Council 799)   **Dallas, TX**
- Chaired annual 4th of July Fundraiser, raising over $30K and overseeing a team of 25 volunteers
- Chaired Golf Tournament Fundraiser to raise funds for charitable donations overseeing a volunteer team of 5 people
- Volunteer at annual Fish Fry to raise funds for charitable donations
- Previous board member

North Texas Food Bank   **Plano, TX**
- Volunteer sorting and packaging food

Dallas LIFE   **Dallas, TX**
- Volunteer serving dinner to residents of the homeless shelter

Dallas County Elections   **Dallas, TX**
- Volunteer Alternate Election Judge 2015 & 2017 for local elections