**JOSEPH CARUANA**

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San Francisco, Bay Area - *willing to relocate*

**EDUCATION**

Full Stack Web Developer – April 2020

Coding Dojo, San Jose CA

BS Degree, Business Administration in Marketing- May 2018

San Jose State University

**Software Development Skill & Tools**

Skills - HTML, CSS, JavaScript, Node.js, Express, React, Python, Flask, Django, SQL, NoSQL

Tools - Figma, Sketch, Clickup, AWS, GitHub, GitLab, WordPress

**PROJECTS**

**The Keep** – San Jose, CA

**Software Developer** – *Task management app*

• Built with React, Node.js, express and MongoDB.

• Created an app that allows users to login/register and maintain a list of tasks with due dates.

• Authenticated and secured user information on backend.

**Eventune** – San Jose, CA

**Software Developer** – *Event search app*

• Built with Python, Django, JavaScript, MySQL.

• Used an API to generate events based on user address as well keyword search feature.

• Created an interface for users to save events they are interested in.

**Spotback** – San Jose, CAJune 2017 – Present

**Product Manager** - *Peer to peer platform for parking spot exchanges*

• Designed IOS application and website by with Figma and working on website with HTMLl and CSS.

• Organized sprint runs, reviews, and retrospectives while grooming backlog and deciding priority based on velocity.

• Performed customer interviews with beta testers to influence product function and features.

• Maintained roadmap, defined requirements for Epics by creating user stories and monitoring product backlog.

**PROFESSIONAL EXPERIENCE**

**LogDNA** - Mountain View, CA June 2018 – Nov 2019

*Centralized Log aggregation, management and analysis start-up*

**Sr. Sales Development Representative** *July 2019 – Nov 2019*

• Maintained duties of SDR and quota achievement of over 100% each quarter.

• Lead SDR team through training on calling/email follow up and prospecting to increase opportunities created.

• Worked cross functionally with Marketing and Sales Operation to improve lead generation and Salesforce Layout.

• Developed new outreach cadences designed to improve open and click rates.

**Sales Development Representative** *June 2018 - July 2019*

• Maintained quota of over 100% every quarter with a high of 120% of quota achievement.

• Created the highest Open Opportunity pipeline in company history of over $15 million.

• Beat the record for most qualified demos held in a month.

• Created all-time record for most qualified demos scheduled in a week.

**INTERNSHIP EXPERIENCE**

**Sumo Logic** - Redwood City, CANovember 2017 - April 2018

**Marketing Intern** - *Cloud-Based, Log Management and Data Analytics start-up*

• Wrote emails based on blog content to be sent to customers and future prospects.

• Crafted and optimized blogs as well as adding new content to the Company website using WordPress.

• Deciphered effectiveness of marketing-initiated touchpoints to determine where to invest marketing efforts.

• Built a sales pitch-deck to showcase the integrations available on the platform.

**Juniper Networks** - Sunnyvale, CA June 2017 - August 2017

**Americas Field/Partner Marketing Intern** - *Innovator in high quality Routers, Switches and Security.*

• Designed and built out an internal Landing page on how to sell into XaaS organizations.

• Crafted content for automated emails to be sent out to marketing qualified leads and channel partners.

• Generated a large list of cloud and XaaS companies using firmographics for lead pulling.

• Performed account ownership audit to align accounts and territories before deployment of a large security campaign.

**Green Charge Networks** - Santa Clara, CA June 2016 - August 2016

**Sales Intern** – *Energy storage solutions, saving energy costs for commercial/industrial businesses and schools.*

• Generated a large list of new accounts through research for new verticals.

• Created and conducted email campaigns and prospected via telephone from self-generated list.

• Created industry specific pitch decks to showcase the effectiveness of the product for the lead.

**Telmate** - San Francisco, CAJuly 2015 - April 2016

**Marcom Intern** - *Video communications company for conferencing, secure messages and mobile applications.*

• Supported Marketing team with Telmate’s various programs for bettering the communities affected.

• Wrote press release articles for marketing events, partnerships, programs and news coverage.

• Maintained social media presence by developing new content to enhance brand/product recognition.

• Maintained Telmate’s Websites using WordPress for all marketing events and news related coverage

**Monster Cable** - Brisbane, CAJune - August 2014

**Marketing Events Coordinator Intern -** *Headphone manufacturer of high-performance audio hardware*

•Coordinated all logistics for a diverse portfolio of events, tradeshows, product launch, retail partner meetings, and award shows.

**VOLUNTEER WORK**

**Martial Arts Instructor**,Pacific Judo & Ju-Jitsu Academy- San Jose, CA2010 - 2019

**Lifeguard & Swim Instructor**, Los Paseos Pool-San Jose, CASummer 2013 & 2014