

Jesse C. Zarat

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SOFTWARE DEVELOPER

Ecommerce brand owner turned full-stack developer, I'm motivated to deliver web-based products users love with intuitive code. I'm driven by a never ending desire to build impactful, creative and useful tools that help get people and businesses where they deserve to be.

SKILLS

HTML, CSS, Javascript, Python, MongoDB, Mongoose, Express, ReactJS, NodeJS, Django, AJAX, DOM Manipulation, RESTful routing, jQuery, PostgreSQL, JSON web tokens, OAuth, Git, Github.

EXPERIENCE

General Assembly | Remote

July 2020 – October 2020

Software Engineering Immersive Student

Three-month, 500-hour full-time and full-stack program conducted in a remote setting, providing experience with the latest front-end and back-end programming languages, tools, and methodologies.

Developed a portfolio of individually and collaboratively focused in-class projects, including:

- [The Sweat Aesthetic](#) | **MongoDB, Express, React.js, Node.js**
A MERN-stack ecommerce app - product management, inventory tracking, and a shopping flow.
- [Brewsky](#) | **Python-based Django Web Framework**
A full-stack brewery locator and review app built collaboratively with three developers.
- [SafeTravels](#) | **MongoDB, Express, Node.js**
A MEN-stack travel app - research countries, follow advisories and track COVID-19 data.
- [Blackjack](#) | **HTML, CSS, Javascript**
An interactive and dynamic browser-based game with complex Blackjack win logic.

The Sweat Aesthetic Athletic Apparel | Denver, CO

May 2019 – Current

Co-owner and Founder

- Sourced Italian fabrics and reputable sewers to develop high-quality and well-fitting products, resulting in more satisfied customers and lower return rates.
- Filmed and photographed all branded content for website, social media and marketing use, elevating our brand's image and customer trust online.
- Designed Shopify website, streamlining administrative management and order processing.

Freelance Digital Marketing | Remote

August 2017 - April 2019

Facebook Ads Account Manager

- Managed successful campaigns for clients, resulting in positive ROAS 100% of the time.
- Planned, created, and optimized Facebook advertising funnels, improving client's sales.
- Used KPIs aligned with client's goals to customize one-on-one account reviews to improve trust.

Facebook/Pro Unlimited | Austin, TX

October 2016 – August 2017

Community Care Specialist (Contractor Role)

- Improved user experience by identifying and escalating customer concerns to product teams.
- Audited internal content reviewer actions, identified policy knowledge gaps and made recommendations for further training, improving content review accuracy overall.
- Supported beta launch of person-for-person fundraisers on Facebook.

EDUCATION

Bachelor of Fine Arts: Film Production | University of Colorado, Boulder, CO

Software Engineering Immersive | General Assembly, Remote