

JOHN KAPLANIS

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Full Stack Software Engineer with a passion for working with agile teams on cutting edge products. Brings a unique perspective on how end-users interact with websites and software platforms by leveraging technology-focused sales and marketing background. Extensive experience in customer facing roles in addition to a technical skill set.

TECHNICAL SKILLS

JavaScript, NodeJS, React, Next.js, HTML, CSS, jQuery, AJAX, Bootstrap, Material UI, Express, Git, Agile, MySQL, NoSQL, MongoDB, PHP, Wordpress

EXPERIENCE

Software Engineer — Jet Genius

San Diego, CA

June 2020 - Present

- Responsible for front-end development and maintenance of two company websites.
- Created new WordPress Post Types with a focus on taxonomy SEO.
- Built custom report generator within homebuilt CRM using PHP, AJAX, and SQL.
- Responsible for complete implementation of referral program functionality using PHP, JavaScript, AJAX, and SQL.
- Assists with IT related efforts by managing company's G Suite, mobile device management, and admin accounts for all third party software.

Freelance Web Engineering Consultant

San Diego, CA

May 2020 - Present

Killer Whale

- Developed a mobile responsive web app for hosting public and premium content.
- Next.js, Material UI, and JSS were leveraged on the front-end.
- A headless cms, Strapi, and a MySQL database were leveraged on the backend.
- Connected PayPal as a payment service to manage subscriptions and premium access.

Mindful Labs

- Developed a mobile responsive checkout form for a consumer product.
- React, Material UI, and JSS were leveraged on the front-end to create a step-by-step checkout experience.
- Google Autocomplete API assists customers in address completion and accuracy.
- Google Firebase and Firestore were used to host the cloud functions and NoSQL database.
- Implemented Stripe to handle credit card payments and confirmation emails.

Channel Manager — iboss Cybersecurity

San Diego, CA

Aug 2016 - Sept 2018

- Responsible for managing the channel program at a fast growing SaaS company.
- Prospected and signed new partners while nurturing existing relationships through training, conflict resolution, creation and execution of incentive programs.
- Served as a connector between the territory sales reps and top performing channel partners to ensure success by building cohesive relationships.
- Grew channel program from 22 to 31 active partners during tenure.
- Saw an overall increase in partner performance resulting in 4 partners moving from Silver to Gold tier and 2 moving from Gold to Platinum.

VP, Client Experience — Charter Flight Group

San Diego, CA

Sept 2018 - Feb 2020

- Developed strategy for calling on lapsed business opportunities starting as the sole Business Development Rep making 100-120 calls daily and growing this number by leading a team of 3 BDR's.
- Increased customer retention rate from 5% to 11% during 2019 fiscal year.
- Managed CRM (Close.io): provided reports to senior leadership on sales outreach efforts, created smartviews, managed lead input and account ownership.
- Responsible for developing innovative programs with the goal of increasing retention and customer support.
- Created client feedback process, increasing 5-star Google Reviews and identifying areas for improvement.
- Formed mutually beneficial partnerships with complementary luxury brands through co-hosted events, referral programs, and co-branded digital marketing efforts.
- Created email campaigns via Hubspot to drive leads to sales funnel, qualify prospects, and build client travel profiles. Created engaging collateral to showcase our offerings in a digestible format to enable the sales team. Designed and deployed physical mailers targeting specific regions to meet our demographic.

Front Office Manager — Hilton Bayfront

San Diego, CA

Nov 2015 - Aug 2016

- Responsible for room inventory management of 1190 rooms and the overall operation of the hotels front office including front desk agents, concierge, and bellmen.
- Trained front office on guest services, check in and out process, Hilton loyalty program, conflict resolution, and daily billing procedures.
- Coached frontline team members on upsell techniques in an effort to increase top-line revenue.
- Monitored and tasked to improve service scores through increasing positive guest surveys and tripadvisor reviews.

EDUCATION

University of California, San Diego — *Certificate in Full Stack Web Development*

2020

University of California, Santa Cruz — *B.A., Business Management Economics. Minor in Information Systems and Technology Management*

2007 - 2011