



Joshua Alexander Cross

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<https://joshacross.github.io/portfolio/> | <https://github.com/joshacross>

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Profile

Joshua Cross is a full-stack javascript software engineer with an extensive background in digital marketing, content production, and data-driven strategy. His ability in developing scalable, front-end digital marketing systems and backend automated architecture and artificial intelligence, has retained and increased customer LTV and companies' bottom-lines.

Strengths - ENFJ - Reliable, Receptive, Charismatic, Altruistic, Passionate, Thoughtful, Empowering

Education

**Vanderbilt University Owen Graduate
School of Management and Engineering, Nashville, TN**

Full-Stack Engineer Certification

February 2021 - July 2021

Belmont University, Nashville, TN

Bachelor of Business Administration

Emphasis in Music Business | Audio Engineering

Graduated December 2018 | GPA 3.67

Experience

MAR 2020-Present

Primary Residential Mortgage, Inc

Digital Marketing Automations Mgr.

Hendersonville, TN

<https://primeres.com>

Oct 2019 - Nov 2020

Traffic and Funnels, LLC

Digital Marketing Technologist

Franklin, TN

<https://trafficandfunnels.com>

Mar 2019 - Jan 2020

Trust Accelerator

Operations Manager

Nashville, TN

<https://trustaccelerator.com>

Selected Works

Augmented Retail - Full Stack AR Ecommerce App

Languages: React.js, Mongo.DB, Mongoose.js, Apollo, GraphQL, MaterialUI, Node.js, React Web AR, AFRAME, Three.js, Stripe

Repo: <https://github.com/joshacross/final-project>

App: <https://quiet-woodland-22294.herokuapp.com>

Devtrax - A Docusign for Freelance Web Developers

Languages: HTML, CSS, JS, JQuery, Express.js, MySQL, Sequelize, Handlebars.js, Passport.js - Auto0

Repo: <https://github.com/joshacross/devtrax>

App: <https://infinite-shore-33875.herokuapp.com>

Industry Skills

Full-Stack Web Development

Javascript, JQuery, Node, Express, React, noSQL & MySQL, AWS EC2 and S3 Bucket Deployment,, Auth0, Augmented Reality, Three.js, AFRAME, Template Engines, ORM, OOP, MVC, PWAs, WebPack, Popper Optimization, Global State Management, Redux, Recoil, Heroku

Marketing | Paid Advertising

Campaign Mgmt., Media Buying, ClickFunnels, SEO/SEM/CRO, Hubspot Expert,, Google Cloud, Infusionsoft, Ecommerce, Wordpress/PHP, ChatMessengers, AI, Machine Learning, Organic Strategy, YouTube Studio, Facebook Business Mgr.

Content Production

Content Strategy, Adobe Creative Cloud, Film, Editing, Audio, Production, Sound Design, Graphic Design, 2D/3D Animation, 3D Rendering, Cinema4D, Blender, Houdini, ProTools, Logic, Copywriting

Volunteer & Internship Experience

Aloompa - Data Analyst and Technical Support

NSAI - Content Production & Technical Support

YEP Nashville - Production/Ops Ambassador

Music Business Association - Production liaison

Notable Achievements

2nd Place Winner at the Hackathon International's HackTN SDOH sponsored by Amazon, and Meharry Medical College

Assisted scaling front-end marketing products, \$30K/mo to \$1.6MM/mo, \$10MM total revenue, 40% Profit in <1yr

Produced winning ad creatives and systematized evergreen email sequences that generated over \$600K+ per month

Developed the Trust Accelerator Client App that provided a membership portal for podcast clients, Media Empathy, LLC