

Jason Vernot

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Full Stack Web Developer with a background in digital marketing providing strong problem-solving skills with a keen eye for aesthetics and presentation. An excellent communicator and collaborator who works well on team-based projects and independently with very strong interpersonal skills. Effectively leverage interest in solving complex problems by contributing as a part of a fast-paced, quality-driven team.

TECHNICAL SKILLS

Node.js, Express, JavaScript, jQuery, React.js, React, JSX, GIT, GitHub, MongoDB, MySQL, Mongoose, Handlebars, HTML, CSS, Bootstrap, Materialize, APIs, Heroku, Terminal, ES6+

EDUCATION

Full Stack Web Development Certificate - University of North Carolina, Raleigh, NC | 2020

A 24-week intensive boot camp program focused on gaining technical programming and market-driven skills in HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express, React.js, Node.js, Database Theory, MongoDB, MySQL, Mongoose, Handlebars, JSX, GIT, Github, APIs, Heroku, Es6+.

Bachelor's in Business Administration - North Carolina State University, Raleigh, NC | August 2014 - May 2018

Concentration in Marketing. Graduated Magna Cum Laude.

PROJECTS

GameGo | Full Stack Developer | Deployed Link: <https://game-go-randomizer.herokuapp.com/> | **Github Link:** <https://github.com/jvernot/Game-Go>

GameGo allows you to search for random video games based on preferences and save your favorites.

- **Role:** Created and styled HTML page. Used jQuery AJAX method for requests to server-side APIs. Made MySQL database with Sequelize, which was also used to store and change data. Set up Express server to request use of the built-in Express file from Node modules.
- **Utilized:** MySQL, Sequelize, NodeJs, Express, Handlebars, Javascript, Heroku, Materialize, HTML and CSS

Burger | Full Stack Developer | Deployed Link: <https://eat-da-burger21.herokuapp.com/> | **Github Link:** <https://github.com/jvernot/Eat-Da-Burger>

Burger is a restaurant app that lets users input the names of burgers they'd like to eat.

- **Role:** Created HTML page styled with CSS to be able to add burgers to devour. Made a MySQL database to store and change data and set up the Express server to request the use of the built-in Express file from Node modules.
- **Utilized:** MySQL, NodeJs, Express, Handlebars, Javascript, Heroku, Materialize, HTML and CSS.

Dinner App | Full Stack Developer | Deployed Link: <https://jvernot.github.io/wineAndDine/> | **Github Link:** <https://github.com/jvernot/wineAndDine>

The Dinner App allows users to search for recipes based on ingredients, or search for restaurants in a specific city.

- **Role:** Used jQuery AJAX method to make requests to server-side APIs. Created an HTML page, styled with CSS, and integrated multiple APIs. Used javascripts to display API data to users on the page.
- **Utilized:** HTML, CSS, JSON, Materialize, AJAX, HTTP GET requests, and Server-side APIs

EXPERIENCE

Digital Marketing Analyst - ROI Revolution, Raleigh, NC | June 2018 - Present

- Responsible for Paid Search strategy creation, implementation, and data analysis for a portfolio of clients.
- Profitably managed over \$1.75 million in client ad spend between Q4 of 2019 and Q1 of 2020.
- Work daily to proactively improve campaign performance and achieve specific ROI targets for each individual client across Google, Microsoft, YouTube, and remarketing platforms.
- Collaborate cross-functionally with internal social media, SEO, CRO, and product feeds teams to plan and implement holistic marketing strategies.
- Plan and present account data, trend analysis, test results, and proposed strategies to clients on a weekly and monthly basis.
- Deliver campaign performance reports including analysis of key metrics and strategy insights to clients on a weekly basis.
- Assist in the training of new analysts joining the team.

Digital Marketing Intern - SEO ORM, & Content Creation, Go Fish Digital, Raleigh, NC | June 2017 - August 2017

- Assist in development of content ideas as well as the creation of deliverables.
- Conduct keyword research and implement new site copy on a regular basis to improve organic site rankings.
- Track and analyze domain authority as well as top keyword rankings across multiple search engines.
- Maintain and improve the backlink profile of multiple sites through proactive outreach to third party domains.