Jason Vernot

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Portfolio:https://quizzical-boyd-f1494b.netlify.app/#home

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+

PROJECTS

React Directory | Full Stack Developer | Deployed Link: https://zen-ramanujan-3c1cb2.netlify.app/ | Github Link: https://github.com/jvernot/reactEmployeeDirectory
The React Directory allows users to quickly sort and find useful information about their co-workers.
- **Role:** Broke up the UI into multiple components, managed component state, and responded to user events. Set up React Hooks as well as the Context API in order to pass data to various components in the app. Created Javascript compare functions in order to sort user data.
- **Utilized**: React, React Hooks, Context API, HTML, CSS, Netlify, APIs, and Bootstrap

Happenings App | Full Stack Developer | Deployed Link: https://what-happenings.herokuapp.com/ | Github Link: https://github.com/jvernot/HappeningsJV
Keep up with friends and family. The Happenings App lets you tell them where you are, what you are up to around town, and if it's worth checking out for themselves.
- **Role**: Used React to create multiple reusable components and pass data between them through props. Integrated APIs and react-map-gl framework in order to render an interactive map to the page. Managed state in various components, saved data to and retrieved data from the Mongo database through API calls.
- **Utilized**: HTML, CSS, React, React Hooks, Context API, Express, Node, MongoDB, Bulma, react-map-gl, & APIs

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

Continued...

EXPERIENCE

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

Responsible for Paid Search strategy creation, implementation, and data analysis for a portfolio of clients. Deliver campaign performance reports including analysis of key metrics and strategy insights to clients on a weekly basis.

- Profitably managed over $2.6 million in client ad spend between Q4 of 2019 and Q2 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.
- Effectively collaborate with clients and present trend analysis, test results, and proposed strategies on a weekly and monthly basis providing meaningful insights to aid in successful business decisions.
- Successfully train and mentor new analysts offering industry knowledge and effective strategies for managing a portfolio of clients.

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

Assist in the creation of new client specific SEO copy, as well as the optimization of current website copy. Work to maintain the SEO health of clients websites through building backlink profiles, and regular site audits.

- Effectively collaborated on development of content ideas as well as the creation of deliverables for multiple clients
- Proactively conducted keyword research and implemented new site copy on a regular basis to improve organic site rankings.
- Tracked, analyzed, and reported domain authority as well as top keyword rankings across multiple search engines to a larger internal team.
- Consistently improved the backlink profile of multiple sites through proactive outreach to third party domains.

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.