OVERVIEW

Hard-working and eager to learn web developer able to build a web presence from the ground up – from concept to completion. Developed several web apps using the lasts web technologies. Designed products through the full lifecycle utilizing Agile/Scrum methodologies. Exceptional communicator and a leader skilled in building and strengthening relationships across company lines to drive cohesive, strategic processes and results.

LERON JACKSON

Full Stack Web Developer
Technical Product Manager
Certified Scrum Master

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Career Accomplishments

- Entrepreneurially and successfully formed a limited liability corporation (LLC) to launch a custom designed App.
    - Designed product through full lifecycle utilizing Agile/Scrum methodologies. Collaborated with designers for UX/UI designs. Fully accountable for ongoing App updates, marketing, and management.
- Certified Scrum Master integrating Agile/Scrum methodologies into software engineering processes for companies.

Skills

HTML	CSS3	jQuery	Bootstrap	JSON	XML
JavaScript	Node.js	Express.js	React	Firebase	MongoDB
Java	PHP	Android	IOS	Swift	PHP
Jira	Kanban	APIs	AEM/CQ5	MySQL/SQL	GIT/GitHub

IOS & Android Development   Web Development   Software Requirements   Agile & Scrum Methods
User Experience (UX) Design   User Interaction (UI) Design   Technical Troubleshooting   Web Advertising / Marketing

WORK EXPERIENCE

Web / App Developer Projects   **Nov. 2016 - Present**
- Created an Android and IOS Garage Sale app using Java, Swift, PHP, and MySQL for the coding languages with Google App Engine as the backend.
- Built a Geo Navigation App using Verizon Wireless API to track company vehicles
- Built several Node.js apps that demonstrated user's interaction using the CLI terminal commands
- Created several HTML5/CSS websites and fixed many coding errors in JavaScript, and JQuery.

Business Analyst – Contractor   **Aug. 2018 - Present**
American Cancer Society - Atlanta, GA

Performed requirement analysis by gathering both Functional and Non Functional requirements based on interactions with stakeholders. Created quarterly roadmaps using ProductPlan software for the use of executive level presentations.

- **Scrum Agenda:** Facilitated daily elaboration meetings that consist of web developers, product and project management, and QA teams. Removed any impediments by requesting off-line meetings for discussion. Managed backlog, prioritized bugs, and QA reviews. Monitored and tracked all Azure (TFS) tickets for all project.

- **Web Content:** Made content changes and updates **AEM** for Cancer.org. Recommended UX/UI changes as needed for all web page creation.

Sr. Operations Manager – Contractor **July 2017 - Mar. 2018**
Turner Broadcasting - Atlanta, GA
Responsible for the daily operational, support, and success of the NBA's website NBA.com, which included new products and features.

- **NBA project:** Created the launch plan for the NBA Pre-Season and Regular Season schedule release. Coordinated with mobile, web, and connected devices product managers for a seamless launched of data feed for their respected devices.
- **Technical Troubleshooting:** Reported any website issue in Jira by writing technical requirements to help re-engineer any problem.
- **Scrum Agenda:** Facilitated daily scrum meetings that consist of 4-6 web developers, product and project management, QA, and occasional stakeholders. Removed any impediments by requesting off-line meetings for discussion. Organized sprint planning, managed backlog, prioritized bugs, QA reviews, retrospectives, and demos to stakeholders. Monitored and tracked all Jira ticket statuses with Kanban. Held weekly meetings with stakeholder for status on the project.

Sr. Manager Business Analyst eComm Sales and Marketing / PM – Contractor **Apr. 2014 - Dec. 2016**
AT&T - Atlanta, GA
Tasked with orchestrating Ecommerce strategy, digital ads, mobile ad integration, and business solutions to facilitate online transactions. Translated business requirements into effective UI experiences for customers utilizing website touch points. Managed projects through full lifecycle utilizing Agile methodologies. Trained employees on use of IT tools and processes, and resolved escalated technical issues.

- **Web Presence Integration:** Managed website and mobile App ad integration for all digital ads for AT&T U-verse and DirecTV products.
- **Legal Disclaimer projects:** Launched Legal Disclaimer Repository project in CQ5/AEM bringing U-verse and DIRECTV products in compliance with Federal Trade Commission. Transitioned legal disclaimers from DirecTV.com to AT&T.com. Responsible for all legal content for U-verse and DIRECTV products.
- **Technical Troubleshooting:** Developed and implemented testing and conducted A/B testing to maximize click through rates, troubleshot Html and CSS code issues, and resolved CQ5/AEM implementation errors, website layout misalignments, and content changes.

Technical Ops Analyst **July 2013 - Feb. 2014**
360i – Atlanta, GA

Directly collaborated with Account Management, Media, Ad Operations, Advanced Analytics, and clients facilitating daily operations for Capital One and Equifax. Tested and validated 3rd party tracking pixels for implementation on all campaigns and mobile app integration. Partnered with Account Operations Manager to ensure flawless execution of campaigns.

- **Process Optimization:** Member of DART Governance/DoubleClick processes for Capital One/Equifax to ensure clarity and transparency, and share expertise in technical application, ad serving technologies, and tagging implementation.
- **Quality Assurance:** Owned QA process while supporting Media and Display team in implementation and integration of piggyback pixels from 3rd party vendors.

EDUCATION

Full Stack Web Developer
GEORGIA INSTITUTE OF TECHNOLOGY

Information Technology – Concentration
GEORGIA PERIMETER COLLEGE

Business Admin – Concentration
UNIVERSITY OF NEBRASKA at OMAHA

CERTIFICATIONS

Certified Scrum Master (CSM)

DoubleClick for Advertisers Certification

DoubleClick Studio Certification