

# LUIS VILLARREAL

As a tech enthusiast, I am always seeking out new and exciting ways to use my skills and knowledge to solve problems. I have extensive experience in building eCommerce websites delivering exceptional customer experiences. In my free time, I enjoy staying up-to-date on the latest technologies, particularly in computer science, iOS development, and graphic design. I am also passionate about helping others and sharing my knowledge and skills with those around me.

## PROFESSIONAL EXPERIENCE

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**LA Express Distribution LLC, La Puente, CA • Software Engineer / Co-Founder** 08/2020 – Present

- Negotiated contracts with vendors.
- Founded and successfully led a start-up in the consumer electronics industry.
- Conducted market research and product development to offer innovation and high-quality products.
- Implemented effective marketing and sales strategies to reach a target audience, including direct-to-consumer sales and partnerships with retailers.
- Maintained profitability and growth year over year by efficiently handling finances and resources.
- Stayed up-to-date with industry trends and customer demands to continuously improve operations.

**General Assembly, Los Angeles (Remote) • Graduate** 04/2022 - 10/2022

- Successfully completed a General Assembly software engineering immersive flex program, gaining experience in HTML, CSS, SASS, JavaScript, React, Express, MongoDB, NodeJS, SQL, Python, Django, Git, and GitHub.
- Developed a strong foundation in software engineering principles through coursework and hands-on projects.
- Demonstrated ability to quickly learn and adapt to new technologies.
- Collaborated with a diverse team to develop new projects.
- Demonstrated strong problem-solving and critical thinking skills through various projects.
- Skilled in working both independently and as part of a team, with the ability to effectively communicate technical concepts to a non-technical audience.
- Seeking entry-level / mid-level software engineering roles to utilize my skills and continue learning and growing in the field.
- GitHub: <https://github.com/luisv7/>

**Diego Wireless Wholesale, Los Angeles • Director of E-commerce** 07/2016 - 05/2020

- Organized and implemented a new POS system. (Lightspeed Omni Channel)
- Proven track record of driving online sales growth by 35%.
- Proficient in using analytics tools to track and optimize performance and identify opportunities for improvement.
- I have successfully led and directed the eCommerce team and projects, utilizing exceptional leadership abilities and effective communication skills.
- Strong understanding and experience in implementing SEO strategies to drive traffic and sales.
- Maximized ROI for eCommerce initiatives by effectively allocating budgets and financial resources.
- Oversee the website's day-to-day e-commerce operations, maintenance, and user experience. Including site navigation, content development, and promotional campaigns.

- Oversee and optimize the performance of the company's Amazon and eBay online stores.

**UPC Medical Supplies, South El Monte • E-Commerce Specialist**

01/2016 - 06/2016

- Demonstrated expertise in leveraging Shopify to create, develop, and sustain the organization's eCommerce website.
- Adept at overseeing and executing Shopify store capabilities and features with a keen eye for detail and efficiency.
- Well-versed in utilizing Shopify's analytics and reporting instruments to monitor progress and pinpoint opportunities for improvement.
- Oversee and optimize the performance of the company's Amazon and eBay online stores.
- Create and develop digital marketing content such as web banners, email ads, flyers, etc.
- Skilled in implementing email marketing campaigns using Mailchimp.

**STEM<sup>2</sup> Summer Research Program, Cal State Fullerton**

06/2014 - 08/2014

The main study was to test different data migration techniques and optimize inter-cloud and intra-cloud communication. We created our own private cloud network in our lab. Installed OpenStack web services and ran our test for efficiency and security between our cloud and Amazon EC2.

Poster: <http://www.citruscollege.edu/stem/summerresearch/Documents/Posters/2014/Villarreal.pdf>

Science Technology Engineering & Mathematics - (STEM)<sup>2</sup> is an 8-week summer research program for undergraduates to help build skills for our future careers.

## EDUCATION

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**Software Engineer Certificate • General Assembly, Los Angeles, CA (Remote)** Graduation Year (2022)

**Computer Science • Citrus College, Glendora, CA** Graduation Year (2016)

## LANGUAGES

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English | Spanish