

EXPERIENCE

Lokion Interactive – Software Developer - Houston, TX

Jul. 2022 – Dec. 2023

A full-service technology firm providing innovative solutions to industry leaders including FedEx, Terminix, and AutoZone.

- Implemented front-end franchise management capabilities via an eCommerce platform (oroCommerce) using Twig templating, Sass, and Symfony. Completed 50% ahead of schedule in just 3 months.
- Full-stack development of client's web app, using React, Node, and Typescript, optimizing client account management and appointment scheduling. Achieved a 23% increase in online leads and 44% boost in web traffic, according to client feedback.
- Overhauled client's website/ad management platform, improving backend and SEO. Assisted CRM administrator with Salesforce, resolving technical issues with false leads and tracking discrepancies, enhancing online presence and lead accuracy.
- Applied UX research and design skills to overhaul the client's HubSpot website, resulting in a 28% increase in traffic. Surpassed expectations by completing the project two months ahead of schedule.
- Collaborated in the implementation of a Jihia (Java-based CMS) application for a client, enhancing both account security and user-friendly functionality for their employees.
- Engaged in ad-hoc projects, leading an initiative to enhance the online presence of a local hospital. Revamped the JavaScript-based online search and implemented various UX improvements, resulting in a 34% increase in patient satisfaction.

Rice University – Front-End Web Developer - Houston, TX

May 2021 – May 2022

US News top 20 university and research institution.

- Developed and improved over 20+ sites under the university's domain using Drupal via Twig, HTML/SASS, JavaScript.
- Implemented search engine optimization (SEO) strategies to improve the University's presence in the search landscape. Leading to an over 87% increase in average organic monthly site visits to primary sites (Rice News, Admissions, and the MBA program).
- Assist with the migration of WordPress sites to Drupal, including the management and direction of 10 interns.
- Collaborate with researchers, students, professors, and university officials in order to design, build and/or optimize their sites to best meet their goals, incorporating modern UX enhancements.

TopSpot Internet Marketing – Full-Stack Web Developer – Houston, TX

Apr. 2019 – Apr. 2021

Premier digital marketing agency in the Houston area, specializing in servicing the B2B sector with tailored online solutions.

- Developed and maintained websites using a variety of web CMS/languages including JavaScript, PHP, HTML/CSS, WordPress, Magento (1 & 2), Squarespace and Drupal.
- Collaborate with Search Engine Optimization (SEO) specialists and Paid Search Specialists (PPS) to increase traffic and conversion rates. (Resulting in a 120%+ increase in conversion rates on average for new clients). Provide scoping for individual web applications/projects.

SKILLS

Programming Skillset – Javascript/Typescript · React · Node.js · Twig · HTML/CSS/SASS · Tailwind CSS · SQL/NoSQL · PHP · Python · Linux · UI/UX Design & Research · R

Software – WordPress · Drupal · Magento · OroCommerce · Jihia · R Studio · Figma · Symfony · Docker · Salesforce · HubSpot · ChatGPT · Adobe Suite · Stata · Google Suite (Sheets, Drive) · Microsoft Office (Powerpoint, Excel, Word)

Awards – TopSpot Employee Spotlight February 2020 · University Honors

Languages – Fluent in English · Limited Working Proficiency in Spanish

Work Eligibility – US Citizen; Eligible to work in the US with no restrictions

EDUCATION

The University of Texas at Austin – Austin, TX – *B.A. Economics*

Aug. 2014 - May 2018