

MARK ARIOLA



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Skills

Languages: HTML5, CSS3, SCSS, Styled Components, Javascript(ES6), TypeScript
Technologies: Reactjs/Redux, Nextjs, Express, Node, Jest, MongoDB, Git/GitHub
Tools: VSCode, Netlify, Heroku, Figma, Adobe Suite

Projects

Ecommerce Website (Reactjs, Nodejs, MongoDB, Express) – Sweetist

- Built a responsive front end with React and Redux to manage user and cart states, and allow users to browse and purchase products
- Developed REST API's to manage data from users, products, and orders

Open Platform Blog (Reactjs, Nodejs, MongoDB, Express) – MyAdvice

- Designed an interactive front end, that allow users to create, read or reply to advice posts
- Structured Schemas and API to allow CRUD operations for users, posts, comments, likes, etc

Productivity App (Reactjs, CSS, Nodejs) – The Daily Mind

- Developed a web app containing different programs that organize and track recurring tasks and activities such as journaling, to-do lists, budgeting, etc.

Food Ordering Website (Nextjs, Nodejs, MongoDB, Express) – Pho Xic Lo

- Created a front end to display the menu, allow purchases and track orders accompanied by an admin page and the backend to allow updating and storing of orders and menu items

Movie API Project (Reactjs, Nodejs, SCSS) – Whatch

- Parsed data from a Movie/TV API and designed a front end to allow users to search for movies or tv shows, browse popular shows, and read more details

Experience

Director of Marketing, Menzies Automotive Group (June 2021 - June 2022)

- Spearheaded the branding and web design for 14 automotive sub-brands, to deliver a unique and intuitive user experience to each specific target customer groups
- Managed a team of four, responsible for planning and executing marketing campaigns through online and offline channels and exceeded monthly sales goals by 20-30%

Marketing Associate, Accent Embroidery (June 2017 - Feb 2021)

- Developed web pages and designed graphics for a smoother and easier experience finding products, sending in designs and completing orders
- Managed social media and marketing programs to boost online visibility and sales during special events and off season

Education

BA in Communications, Media, & Film and Visual Arts (University of Windsor, Class of 2021)