

PROFESSIONAL SUMMARY

Full-stack Software Engineer with 10 years of experience in Sales Ops and Business Development @ IBM. I'm a Strategic Corporate Finance MBA graduate with a passion for Javascript, Python and the MERN-stack. I'm a naturally curious individual who knows how to communicate effectively, work towards team goals and stay productive under heavy pressure.

EXPERIENCE

SOFTWARE ENGINEER @ HYPERCUBE | San Francisco | gethypercube.com | MAR20 - CURRENT

Built full-stack banking dashboard application for seed-stage start-up. Single handedly coding MVP using React, Redux, React Hooks and Context & Bootstrap on front-end and NodeJS back-end with MongoDB.

- Full CRUD functionality on 4 models (users, accounts, cards and sessions) built on MVC approach.
- RESTful API implementation (Cacao Paycard) to create new user debit/credit cards, fetch transactions and card-blocks.
- User authentication and verification via Bcrypt, Salt and hashed-password module integration.

GIZMO | gizmo-react.herokuapp.com | github.com/masalcedo88/gizmo-react | MAR20

- Individually-engineered and designed full-stack Etsy clone site with user authentication, profile views, NodeJS back-end routes and controllers with full CRUD functionality on three models within a 1-week sprint.

ADV BUDDY | adventurebuddy.herokuapp.com | github.com/masalcedo88/adventure | FEB20

- Full-stack AirBnB Experience clone built with a three-dev-team with user authentication, full CRUD functionality on two models using Django, Semantic UI front-end and Python with PostgreSQL backend within a 1-week sprint.

REVRATER | revrater.herokuapp.com | github.com/masalcedo88/revrater | JAN20

- Full-stack Yelp clone site with user authentication, Google REST API integration and full CRUD functionality on three models within a 1 week-sprint, 2-man team. Coded on ES5-6, jQuery, OOP approach and DRY code.

PROGRAMMING SKILLS

- Primary: Javascript (ES5-7), ReactJS (Redux), NodeJS (Express), MongoDB, REST APIs, jQuery & Bootstrap 4
- Secondary: Python 3, Django, Jinja, PostgreSQL, AWS, Sass & Semantic UI

OTHER INDUSTRY EXPERIENCE

BUSINESS DEVELOPER/ CUSTOMER SUCCESS REP @ IBM | Guadalajara | JAN18 - NOV19

Prospect sales pipeline to identify and develop leads. Coordinate sales, engineering and finance teams to design tailored technology client solutions (9 external and 12 internal accounts). Manage post-sale client support, upsell and retention.

- Designed my organization's inbound sales strategy, generating 10+ leads in the 1st quarter and 150K USD recovery.
- Created management system which has captured 200+ leads to date for lead tracking, aging and conversion rate.
- Coordinate MFG/Test Engineering teams to further improve client solutions via Agile & Design Thinking.
- Provided over 100+ demos, support, and webinars to clients on how to best implement IBM Solutions.
- By researching data patterns, our team proactively solved purchase order errors raising NPS by 8%.

SOFTWARE GROUP, PROOF OF CONCEPT MANAGER @ IBM | Remote Position | SEP15 - JAN18

Owned end-to-end program management of worldwide proof of concept program. Managed sales cadences and sales reports for NA, LA, EMEA & ASEAN markets to construct, manage and fulfill the manufacturing pipeline.

- Enabled off-shore resellers by providing demos and certification to bus. partners to sell Hybrid-cloud solutions.
- Ensured accounting/legal/support systems were operational for deployment, adding \$1.2M in revenue for 2017.
- Proactively identified issues due to import/export restrictions, saving 2+ week customs delay on a \$800K EOY sale.

EDUCATION

- Software Engineering Immersive - General Assembly (San Francisco, 03/2020)
- EGADE Business School - MBA w/ Strategic Corporate Finance (Guadalajara, 12/2018)
- Languages - English, Spanish & French (Native proficiency)

CERTIFICATIONS

- Design Thinking - IBM Co-Creator – 20+ learning hours/ 1 implementation for 30+ hours
- Agile - IBM Advocate – 30+ learning hours/ 4 implementations for 50+ hours