

# Pamela Afaneh

Tel: (817) 247-7384      Email: [pamela.afaneh@protonmail.com](mailto:pamela.afaneh@protonmail.com)

## Portfolio Links

**2022-2023 Portfolio:** <https://pammie89.github.io/2022-2023-Portfolio/index.html>

**Previous Portfolio:** <http://pamela-afaneh.com>

**GitHub:** <https://github.com/pammie89>

## Summary

I am a passionate and experienced web developer with a strong dedication to continuous learning. I recently completed two intensive bootcamps: one focused on the MERN stack with M.I.T. Xpro, and the other on Java and Angular through Interapt's Apprenticeship program. When I started this year-long pursuit, my goal was to elevate my current career by adding full-stack development to my skill set. Now, I am eagerly looking forward to earning my place on the team.

## Technical Skills

Java, Angular, Typescript, SQL, Postgres, SpringBoot, MERN Stack (MongoDB, ExpressJS, React, NodeJS), JavaScript, HTML5, CSS3, Babel, NPM, XML, PHP, Docker, AWS, Firebase, APIs, MySQL, Strapi, GIT, GitHub, TailwindCSS, Bootstrap, Adobe Creative Suite, Google Analytics, Google Adwords, Content Management Systems (CMS), Front End Development (HTML, CSS, JavaScript), Wordpress Development, Adobe After Effects, Graphic Design, Video Editing, E-commerce, Digital Marketing, SEO (Search Engine Optimization), Web Analytics (Google Analytics), Social Media Management and Strategy, Brand and Identity Development, Marketing Strategy, Market Research, Email Marketing, SMS Marketing, Web Project Management, Strategic Planning, Event Planning, Reputation Management, Responsive Web Design, Technical Consultation, Client Training

## Experience

**Shelf Pull Buys**, Arlington, TX — *Web Development / Digital Marketing*

**March 2021 - Current**

- Developed an alternative e-commerce platform to expand sales channels, providing additional avenues for product distribution alongside established platforms like Ebay, Mercari, and Facebook Marketplace.
- Prepared all inventory items for sale, including capturing high-quality product photos and accurately adding details such as descriptions, sizes, and measurements to the inventory database.
- Maintained the company's e-commerce store and ensured accurate representation of products on each sales channel.
- Created and managed digital assets, including product descriptions, measurements, and photographs, associated with unique UPC codes.

- Contributed to the company's success by achieving Top Seller status on Ebay and sustaining a consistent stream of inbound orders from all sales channels.
- Increased sales and revenue through the implementation of the alternative e-commerce platform.
- Optimized product listings, resulting in improved customer engagement and conversion rates.
- Achieved Top Seller status on Ebay, enhancing the company's reputation and credibility.
- Maintained a consistent stream of inbound orders from all sales channels, ensuring sustained business growth.

## **Herman Boswell Property Management, Arlington, TX — *Brand Manager / Web Development / Digital Marketing***

**Nov 2017 - Dec 2020**

- Oversaw the brand identities of CokersBBQ (BBQ restaurant), Pet and Bird Clinic (veterinary clinic), Lone Star Self Storage (storage facility), and Citizens Commission for Human Rights (non-profit organization).
- Implemented organic SEO techniques to improve the visibility and search engine rankings of the businesses' websites. Monitored website performance using Google Analytics, tracking metrics such as organic traffic, bounce rates, and conversion rates.
- Developed and executed effective pay-per-click marketing campaigns to drive targeted traffic and increase conversions. Tracked campaign metrics such as click-through rates (CTR), cost per click (CPC), and return on ad spend (ROAS).
- Planned and organized successful promotional events to increase brand exposure and attract new customers. Tracked attendance numbers and measured the impact of events on customer acquisition and sales.
- Launched strategic Facebook advertising campaigns to reach a wider audience and drive engagement. Monitored metrics such as reach, impressions, click-through rates, and conversions.
- Created and edited engaging video content for social media platforms, increasing brand visibility and user engagement. Tracked video views, likes, shares, and comments to measure the impact of the content.
- Provided valuable insights and forecasts to guide marketing and business strategies. Monitored market trends, analyzed competitor data, and recommended actions to capitalize on market opportunities.
- Implemented effective sales funnels and email marketing campaigns to nurture leads and drive conversions. Tracked email open rates, click-through rates, and conversion rates to optimize campaign performance.
- Oversaw the maintenance of 80 domains on a WHM server, ensuring smooth operation and uptime for the businesses' websites.
- Proactively managed the online reputation of the businesses, monitoring online reviews and implementing strategies to maintain positive brand perception.
- Assisted with the management and troubleshooting of point-of-sale systems and IT technology, ensuring seamless operations for the businesses.

## **Designcreations4u, Arlington, TX — *Freelance Web Designer***

***April 2007 - Nov 2017***

As a freelance Web Designer/Marketer, I successfully served over 250 clients by leveraging my diverse skill set to deliver effective solutions tailored to their needs. Here are the key metrics and achievements from my freelance experience:

- Worked with more than 250 clients across various industries, demonstrating my ability to adapt to different requirements and budgets.
- Conducted thorough consultations with clients to understand their goals and objectives, enabling me to recommend the most suitable strategies and solutions for their projects.
- Developed comprehensive project plans aligned with client objectives, ensuring efficient execution and timely delivery of web design and marketing projects.
- Ensured client empowerment by providing comprehensive training on basic site maintenance and management after project completion, enabling them to independently handle day-to-day website operations.
- Acquired and applied a wide range of skills, including HTML, CSS, responsive design, ecommerce development, video editing, template customizations, SEO, site optimization, and training. This skill diversity enabled me to deliver comprehensive solutions that met client needs and exceeded expectations.
- Designed and developed websites that effectively addressed client requirements and goals, resulting in increased online visibility, user engagement, and conversions.
- Completed projects within agreed-upon timelines, demonstrating strong project management skills and the ability to meet client expectations promptly.
- Maintained high client satisfaction by delivering quality work, providing excellent customer service, and consistently meeting project objectives.
- Built a reputation for delivering successful projects, leading to repeat business from satisfied clients and receiving referrals to new clients, showcasing the trust and satisfaction generated through my work.

## **Education**

### **General Assembly - Interapt**

Certificate in Full Stack Software Engineering  
**June 2023**

### **Massachusetts Institute of Technology - M.I.T. x/pro**

Certificate in Full Stack Web Development with MERN  
**March 2023**

### **Westwood College of Technology**

Bachelor's In Web Design and Multimedia  
**Graduated July 2010 - Alumni Honors**