

## Paul Basco

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### Professional Summary

Digital operations specialist transitioning to full stack engineering with a focus on React, UX Design, and automation. Combining 6+ years of user conversion data analysis with modern frontend development skills.

### Technical Skills

- **Frontend Core:** React.js, Next.js 14 (App Router), TypeScript, JavaScript (ES6+), HTML5, CSS3.
- **UX & Styling:** Tailwind CSS, CSS-in-JS, Responsive Design, "Pixel-Perfect" Implementation, Email HTML Compatibility.
- **Backend & Data:** PostgreSQL, Node.js, REST APIs, n8n (workflow automation).
- **Tools & Infrastructure:** Git, Visual Studio Code, VPS Management (Contabo/Coolify), Webhooks.

### Engineering Projects

INDEPENDENT | TX (Remote)

November 2024 - Present

**Full Stack Developer** – Leveraging an operational sabbatical to learn, build, and deploy web applications.

- **Coepi Agency (Next.js, TypeScript, and Tailwind CSS):** Built a scalable agency site using Next.js App Router. Integrated n8n webhooks to capture leads and sync them instantly to a CRM, triggering conditional email sequences.
- **SCP Refrigeration (React/Vite):** Developed a Single Page Application (SPA) with a focus on component modularity and mobile responsiveness. Achieved high Lighthouse performance scores via asset optimization.
- **Infrastructure:** Self-host applications on a VPS managed via Coolify, handling Docker containers, reverse proxies, and database management (PostgreSQL).

### Experience

COX AUTOMOTIVE INC. | TX (Remote)

July 2021 – November 2024

**Digital Advertising Strategist** – Managed technical configuration and performance logic for 70+ dealership accounts.

- **Technical Troubleshooting:** Used logic-driven debugging to diagnose anomalies and resolve complex account issues.
- **UX Optimization:** Applied UX principles by A/B testing assets to improve click-through rates and user engagement.
- **Data Analysis:** Analyzed large datasets to provide actionable insights and maintain strict compliance for each OEM.

TNT DENTAL | Richardson, TX

July 2018 – January 2021

**Paid Search Account Manager** – Optimized digital ecosystems and user acquisition flows for 75+ dental practices.

- **User Intent Analysis:** Analyzed user search behaviors to tailor campaign structures to match specific user intents.
- **Technical Communication:** Translated technical concepts into clear updates for non-technical business owners.

COMPASS PROFESSIONAL HEALTH SERVICES | Dallas, TX

June 2017 – May 2018

**Associate Consultant** – Served as central liaison between members, providers, and insurance networks for 40+ accounts.

- **Problem Resolution:** Provided high-touch member support, developing strong empathy and communication skills.

TEKSYSTEMS (SIMPLI.FI) | Fort Worth, TX

April 2016 – June 2016

**Account Coordinator** – Executed programmatic campaign setups and HTML creative auditing for high-volume accounts.

- **HTML & Creative Handling:** Optimized HTML creatives, ensuring proper rendering on diverse devices and browsers.
- **Legacy Compatibility:** Resolved layout and compatibility issues for campaigns, gaining HTML constraints experience.

### Education & Certifications

FLORIDA INSTITUTE OF TECHNOLOGY, Melbourne, FL

December 2014

Master of Business Administration Degree in Internet Marketing