

Raquel Escarcega - Web Developer

Frontend Developer with proven experience building dynamic web applications for diverse clients that support business growth and drive marketing efforts.

PROJECTS

Island Green Living: Landing page for environmental non-profit
Tools used - HTML5, CSS3, Flexbox, JavaScript, Photoshop, GitHub

Caribbean Claims: WordPress website for insurance agency
Tools used - HTML5, PHP, CSS3, WordPress Plugins, Photoshop

WORK EXPERIENCE

Freelance Developer: Self Employed
Tempe, AZ | 2020 – Present

- Create and develop dynamic websites for 5+ brands increasing visibility, improving SEO, & supporting marketing efforts.
- Consult with clients to meet coding project needs, including proposals, producing wireframes, prototypes, and mockups.
- Refine vague concepts into an actionable project with clear, prioritized requirements.

Project Engineer: Caribbean Solar Company
St. John, USVI | 2014 – 2018

- Implemented software that reduced proposal process from 2 weeks to 5 days, enabled company growth, elevated customer service levels, and lowered overhead cost by 30%.
- Worked with manufacturers and installers to provide a better understanding of product functionality, and installation best practices. Kept detailed documentation for reference in future sales and troubleshooting procedures.
- Developed products, services, pricing, and marketing strategies for 3 new programs. Led the team in testing and launch of new products and services.

Business Development: Island Green Living
St. John, USVI | 2016 – 2018

- Developed business plan, sales objectives and milestones for achieving 35% increase in thrift store revenue and mitigating 40% waste from the landfill.
- Organized 6 community events that doubled historical sales averages and led to new volunteer sign-ups.
- Designed marketing materials, updated website and social media pages and increased online traffic by 20%.

CONTACT

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LINKEDIN

linkedin.com/in/raquel-escarcega

WEBSITE

raqescar.github.io/Raquel-Escarcega

DEVELOPER SKILLS

HTML5
CSS3
JavaScript
jQuery
Responsive Web Design
Git/GitHub
Adobe Photoshop

EDUCATION

Skillcrush

Designer Fast Track Intensive

Promineo Tech

Intro to Python

University of Arizona

B.S. Engineering Management
Minor Bio Systems Engineering

UA Study Abroad
Konstanz, Germany

LANGUAGES

Spanish ●●●●○

German ●●○○○