

Raquel Escarcega - Web Developer

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

WORK EXPERIENCE

Freelance Developer: Self Employed

Tempe, AZ | 2020 – Present

- Create and develop dynamic websites for brands, including branding, logo design, and content creation.
- Develop online marketing strategies to increase visibility, improve SEO, & automate workflows.
- Comfortable installing and customizing JavaScript plugins, building HTML & CSS sites from scratch, and editing PHP themes on the WordPress platform.

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

React

Git / GitHub

Responsive Web Design

Adobe Photoshop

EDUCATION

University of Arizona

B.S. Engineering Management

Minor Bio Systems Engineering

UA Study Abroad

Konstanz, Germany

LANGUAGES

Spanish ●●●●○

German ●●○○○