# JASON SCHUTZ

RESUME

Oceanside, CA   |   714-916-8783   |   Jason@skunkworksweb.io

## OVERVIEW

Increasing responsibility in consumer business development, brand management, marketing, operational-logistics, sales, and product development. Primally within manufacturing, wholesale and retail organizations. This includes work as a key contributor in the development and refinement of brand identity to improve overall market penetration, with a focus on the value proposition for customers, and return on investment for the supply chain. Extensive experience marketing and promoting the value proposition of niche products, based on development and focus on a clear understanding of market analytics, dynamics and the need for collaborative development across the value chain.

Strong work ethic enjoys developing and applying analytics organizational, and communication skills to contribute as a team member. Actively searching for a position within an organization where I can continue to contribute, learn and develop my skills. Seeking increasing responsibility and growth in consumer brand management, business development, marketing, and product development and management.

## PROFESSIONAL          PROFICIENCIES

| | | |
|---|---|---|
| Consumer Product Dev | Business development | E-commerce Platform |
| Branding Strategies | Full Stack Web Dev | Brand Management |
| Front End Web Dev | User Interaction | Goal Structuring |
| Viral Media | Client Relations | User Experience |
| Parallax | SEO | SEM |

## PROFESSIONAL     SUMMARY

With a decade of experience in the field of branding, marketing & web development; I have had the opportunity to be a key contributor in the development and refinement of brand identity and improving overall market penetration. Clear understanding of both strategic and tactical aspects of value chain management. Extensive experience marketing and promoting the value proposition of niche products in both existing and developing markets with a clear focus and understanding of market analytics, dynamics and the need for collaborative development between business development, product development, marketing, and sales force development.

Letters of reference available upon request

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| 2009 | **Independent Consultant** |
| Current | **Contract Consultant** \| Marketer \| Branding Expert \| E-Commerce \| Developer \| B2B \| B2C \| Front End Web Developer |

As a consultant who has had the opportunity to work with a vastly diverse clientele, I have been fortunate to provide meaningful results in the areas of business development, marketing, branding, and user experience. Customers range from start-ups to Enterprise level publicly traded companies. With a clear understanding of market analytics, dynamics and the need for collaboration between across the entire product value chain.  I strive to develop unique perspective, clear and attainable objectives, and measurable return on investment for those I work with and for.

| User Experience | AdWords Cultivation | User Interaction |
| Branding Strategies | Client Relations | Business Development |
| B2C Development | Front End Dev | B2B Development |
| Brand Identity | Go To Market | LinkedIn Mentor |
| Marketing | Branding | Rebranding |

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| 2004 | **United States Coast Guard** |
| 2008 | **FIREMAN** \| Fisheries \| Law Enforcement \| Logistics \| Deployment |

During my tenure in the  United States coast Guard, I had the opportunity to serve in  many roles ranging from the standard duties and responsibilities of a Fireman, to standing watch for the crew, structuring intense and robust logistic lifesaving missions and ensuring our crew was safe and able to function at full capacity at all times. This was not an individual effort but an overall and ongoing team evolution.

## USCG AWARDS

| -Presidential Unit Citation | -Commandant letter of commendation | -Meritorious Team Commination | -Coast Guard Good Conduct Medal |
| -National Defense Service Medal | - Pistol Marksman Ribbon | - Coast Guard Sea Service Ribbon | - Honorable Early Retirement |

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# EDUCATION

2018 **University of California San Diego**
2019 **Full Stack Web Development | Full Stack | Front End | Back End**

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Comprehensive Full Stack Web & Computer Sciences with a strict focus on JavaScript based front and back end web development.

| Full Stack Dev | Front End Dev | Back End Dev | Webpack |
|---|---|---|---|
| Mongo DB | Express.js | JavaScript | Heroku |
| MySQL | React | Firebase | Bcrypt |
| jQuery | AJAX | Babel | NPM |
| UI/UX | API | AWS | |

2008 **Golden West College**
2009 **Graphic Design & Business Development**

Extensive reach into the vast functionality of the Adobe creative suite tools and functions. Ranging from Web development to Graphic design and Graphic animations. Research and analysis of existing business models and the functionality of their components.

| Adobe Creative Suites | Var. Business models | Business development |
|---|---|---|
| Business Objectives | Branding Strategies | Profit & Loss Analysis |
| Market Research | Dreamweaver | Photoshop |
| Client relations | Marketing | Branding |
| Finance | InDesign | Illustrator |

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## AFFILIATIONS

United States Coast Guard
UCSD Alumni
USA Cycling

World Org of Website Developers
Wounded Warrior Project
Ride For Reading

## SOFTWARE | LANGUAGES | SERVER

| | | | |
|---|---|---|---|
| Microsoft-Office | Adobe CC | Google-Suites | Amazon-Web-Services |
| InDesign | Terminal | Photoshop | PowerPoint |
| MySQL | Outlook | JavaScript | Illustrator |
| HTML5 | Babel | Webpack | $JQuery |
| Access | Excel | Firebase | Express |
| React | CSS3 | Mongo | Flash |
| Yarn | Ajax | Word | NPM |
| JSX | XD | Git | |

## USER SYSTEMS

| | | |
|---|---|---|
| Linkled-In_Mentor | Constant Contact | 123Formbuilder |
| Wordpress.org | Wordpress.com | Smartetailing |
| Big Commerce | Squarespace | Google Suite |
| Mailchimp | Instagram | Square Up |
| Facebook | Magento | LinkedIn |
| J2 Store | Tawk.to | Joomla |
| Shopify | PayPal | Wix |

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