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

### OVERVIEW

            Increasing responsibility in consumer brand management, marketing, operational-logistics, sales, and product development roles 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. Extensive experience marketing and promoting the value proposition of niche products in both existing and developing markets with a focus on clear understanding of market analytics, dynamics and the need for collaborative development between product marketing, sales, and development forces.

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

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 saturation. Extensive experience marketing and promoting the value proposition of niche products in both existing and developing markets with a linear focus and clear understanding of market analytics, dynamics and the need for collaborative development between product marketing, sales, and development forces.

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 marketing, branding, and digital user experience, at all levels from start-ups to Enterprise and publicly traded companies. With a clear understanding of market analytics, dynamics and the need for collaboration between product marketing, sales and development teams I strive to bring unique, clear and attainable objectives to 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 |

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 Commendation | -Coast Guard Sea Service Ribbon | -Honorable Early Retirement |

### E D U C A T I O N

2018   University of California San Diego

2019                Full Stack Web Development | Full Stack | Front End | Back End

                      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. Long standing 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 |

### AFFILIATIONS

|  |  |
| --- | --- |
| United States Coast Guard | World Org of Website Developers |
| UCSD Alumni | Wounded Warrior Project |
| USA Cycling | 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 | SquareUp |
| Facebook | Magento | LinkedIn |
| J2 Store | Tawk.to | Joomla |
| Shopify | PayPal | Wix |