

Alisson Rubas

Software Engineer

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PROFESSIONAL EXPERIENCE

Digital Marketing Associate, *JobPrepped, Remote*

July 2021 - February 2022

- Developed a hashtag strategy to improve the reach of our content.
- Optimized the company's emails which increased open rates and conversion rates.
- Analyze email campaign results including the audience, offers, creativity, deliverability, open rates, click-through rates, and conversion.
- Utilized social media channels and group pages to find and prospect potential leads.

Frontend Developer, *Bella Number One Cleaning Service, LLC, Boston*

January 2021 - June 2021

- Created all marketing materials and wrote press releases for each promotion.
- Organized contests and sweepstakes and strategized opportunities for maximum revenue.
- Researched, designed, and launched an improved company website focused on improving user experience
- Spearheaded development and implementation of advertising and brand awareness strategy to generate a 10% customer increase monthly.

EDUCATION

Zero To Mastery, *Web Development*

July 2022 - October 2022

In my Web Developer Bootcamp, I Learned best practices to write clean, performant bug-free code, Learned React + Redux to build rich front-end applications, Mastered modern Web Development fundamentals as well as advanced topics, Used NodeJS to write server-side JavaScript, Learned to implement user authentication, Built +5 real-world projects using all the skills learned in the course and Used Express, SQL, and PostgreSQL to create full-stack applications that scale.

General Assembly, *Digital Marketing*

March 2020 - June 2020

The Bootcamp covered topics such as PPC, SEO, Social Media, SEM, email marketing, and basic WordPress design.

PROJECTS

Robo-Friends, [GitHub Link](#)

- Technologies used: HTML5, CSS3, React.js, and Tachyons.
- Applied JSONPlaceholder and RoboHash API to fetch names and emails that are utilized for the robots.
- Created a responsive User Experience App, that allows users to use the app in any layout.

Hangman Game, [GitHub Link](#)

- Technologies used: HTML, CSS, and Javascript.
- Draw the hangman with SVG.
- Built an array to load different words when the user guesses the words or misses them.

TECHNICAL SKILLS

- | | | |
|-------------|--------------|-------------|
| ▪ SEO | ▪ HTML | ▪ SQL |
| ▪ GitHub | ▪ CSS | ▪ Sass |
| ▪ Figma | ▪ Javascript | ▪ Bootstrap |
| ▪ WordPress | ▪ React | ▪ Node. |

LANGUAGES

English, Native or bilingual proficiency (B2)

Portuguese, Native or bilingual proficiency (B2)

Spanish, Elementary proficiency (A1)