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* March2020 - June 2020

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

# PROJECTS



**Robo-Friends,** [**GitHub Link**](https://github.com/rubastricks/robo-friends)

* 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**](https://github.com/rubastricks/hangman-gamee)

* 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
* GitHub
* Figma
* WordPress
* HTML
* CSS
* Javascript
* React
* SQL
* Sass
* Bootstrap
* Node.

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# LANGUAGES



**English,** Native or bilingual proficiency (B2)

**Portuguese,** Native or bilingual proficiency (B2)

**Spanish,** Elementary proficiency (A1)