

# SAM TERRAZAS

Web Developer | Marketing Director and Coordinator

Atlanta, GA | 909.917.4628 | sam.terrazas@gmail.com

## PROFESSIONAL STATEMENT

A driven detailed oriented and highly adaptable professional with experience developing, testing, and deploying web applications. A driven, versatile full-stack developer with expertise in front end UI/UX development. Ability to leverage my expertise to build responsive and user-centered web designs. Marketing and project professional with 10+ years of experience in building project strategies to support specific objectives across various channels and segments. I'm excited to continue cultivating my technical knowledge and skills that have enriched my career change in web development.

## SKILLS:

### Programming Languages:

HTML, CSS, MySQL, Heroku, jQuery, SQL

### Software:

Visual Studio, Microsoft Office, InDesign, PhotoShop

### TOOLS:

GitHub, Firebase, Node.js

### FRAMEWORKS:

Materialize, Bootstrap, React, Express, Handlebar.js

### OPERATING SYSTEMS:

MacOs, Windows OS

## LANGUAGES:

English ● ● ● ● ●

Spanish ● ● ● ● ○

## EXPERIENCE

Maggie McFly's – Manchester, Connecticut  
Marketing & Social Media Coordinator / Bar Manager

2016 – 2018

Developed the Social and Marketing strategies for this location in line with the overall companies objectives. Interviewed candidates to evaluate skills, education, training, and provided support for professional development. Developed, and implemented, and managed campaigns that promoted its products, and services; which played a crucial role in enhancing our brand.

- Created a communication plan to ensure accurate and timely responses from management to staff to ensure all projects launch on time and meet customers expectations.
- Responsible for ordering alcohol, handling deliveries, and maintaining the conditions of the beer and wine. Monitored inventory of beverages to ensure adequate stock was maintained. Prevented excess pours or abuse by staff.
- Reviewed sales and beverage costs and reconciled any discrepancies in accounting while reducing costs by 15%. Implemented measured pours which decreased liquor cost over 30% in the first three months.

Plaza Azteca – Manchester Connecticut  
Social Media Coordinator / Bar Manager

2012 – 2016

Responsible for managing all social media campaigns along with day-to-day activities. Ensured that state regulations regarding cleanliness were met. Identified, recruited, interviewed, and trained 80% of the staff. Managed the business aspects of the bar, negotiated prices and contracts with vendors.

- Coordinated proposed projects and promotional events and provided consistent communication during the planning and execution of the projects.
- Reposted supply and equipment shortages to the appropriate personnel along with managed inventory of alcoholic beverages.
- Created effective schedules and quickly resolved conflicts to ensure we were well staffed during peak hours; which kept low turnover with employees.

IMG  
Marketing Coordinator

2011 – 2012

Developed and implemented marketing and advertising campaigns aimed to maximize profits. Designed sales strategies that matched customer requirements by promoting our products and services. Conceived of daily and weekly incentives for associates to increase sales of NFL Season Pass, which resulted with increased sales of 20% from previous years.

- Served as the customer service representative trainer to assist associates to interact with customers to handle question about products, and services to meet weekly and monthly sales goals.
- Focused on understanding the requirements and gaining the trust and respect of customers by providing new perspectives.
- Supported management and sales staff by providing data, market trends, forecast and new product information.
- Created and contributed to social media accounts for our clients; developed social media strategies with client feedback.

## EDUCATION

Georgia Institute of Technology University - Atlanta, GA  
Certificate, Coding Bootcamp

2018 - 2019

Clayton State University - Morrow, GA  
B.S Marketing

2004 - 2006