

Sanchez Barry

Software Engineer/ Marketer/Copywriter

Singaporean citizen, 33, currently working as Frontend Developer with InvestCloud and a Masters degree from NTU.

I love to code and build, even just for fun. Check out sanchezbarry.com for everything I'm working on!

Contact

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Education

2022

Software Engineering Immersive
General Assembly

2018 – 2020

Masters in Mass Communication
Nanyang Technological University
GPA: 4/5

2015 – 2017

Bachelor of Arts in Communication
University at Buffalo
GPA: 3.68/4 (Magna Cum Laude)

Technical Skills

- React.js
- Next.js
- JavaScript
- Node.js
- EJS/Express
- HTML/CSS
- Flutter/Dart
- Postgres/MongoDB
- Python/Django
- Adobe PS, PP, ID, IX, AI
- Sketch/Figma
- MSOffice

Other Skills

- WordPress
- Digital Marketing
 - Google Ads
 - Facebook Business/Ad Manager
- Social Media
- Email Marketing
- Search Engine Optimisation
- Content Marketing
- Content Creation
- Copywriting
- E-Commerce

Experience

Frontend Developer (Jul 2023 – Present)

InvestCloud Pte Ltd

Core tasks and responsibilities:

- Developed scalable web applications for clients such as SingLife and CitiBank.
- Worked in Agile environments, managing tasks with JIRA to ensure timely project delivery.
- Collaborated with Solution Architects, Backend and Dev-Ops teams to align deliverables with project timelines.
- Contributed to modernizing digital platforms for financial institutions, ensuring compliance and exceptional user experiences with key clients like Citibank and Singlife.
- Collaborated with Clients and Business Analysts to transform complex business requirements into scalable web application solutions.

Senior Marketing & e-Commerce Executive (Feb 2021 – Jul 2023)

Oribel Pte Ltd

Core tasks and responsibilities:

- Developed and executed overall marketing strategy.
- Planned and executed new product and new market launches.
- Analysing digital marketing channels and performance for optimisation for e-commerce and marketplace conversions.
- Account management, marketing support and sales of 17 international distributors and 9 local retailers.

Key achievements:

- Launched the dedicated Singapore site and managed sales & marketing for SG, AU and CAN eCommerce websites, resulting in USD \$108,146.
- Launched our Google Shopping in US, SG, AUS & CAN, overall resulting in an additional USD \$28,913.26 in sales from a new digital channel.

Marketing Lead (Aug 2018 – Dec 2020)

plano Pte Ltd

Core tasks and responsibilities:

- Created and developed the marketing & communications strategy and worked closely with the executive team.
- Leading the design, development, and execution of all marketing and communication campaigns for plano.
- Analysing digital marketing channels and performance, and utilising the data for performance optimisation.
- Created content (videos, social media campaigns, blogs, newsletters, etc) for user engagement and brand awareness.

Key achievements:

- Over 1 million app downloads, 415 Media pick ups & 20,000 average monthly unique page views

Copywriting Apprenticeship (May – Aug 2018)

BLKJ

- Wrote and conceptualised ads for clients like StarHub, Scoot, and The Learning Labs. Created everything from Facebook ads, EDMS, and even did a few videos.

Copywriter (Oct 2017 – May 2018)

MetroResidences

- Crafted copy for blog, apartment listings, display and search advertising campaigns and electronic mailers.