

JESSE TUREK

eCommerce Professional
Software Engineer

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CAREER SUMMARY

I am a Brooklyn-Based Software Engineer with five years of prior experience in eCommerce and a life-long passion for building, fixing, and tinkering with things. My knack for mechanics paired with my meticulous attention to detail and creative problem-solving skills were the driving forces that lead me to learn to code.

SKILLS



Git



HTML



CSS



Javascript



Node



React



React Native



Bootstrap



Semantic UI



Photoshop



Sketch



Python



Django



MongoDB



PostgreSQL



VsCode



Shopify



MailChimp



Excel

PROFESSIONAL EXPERIENCE



Software Engineering Fellow
General Assembly

May 2021 – August 2021

- Learned programming and computer science fundamentals, as well as software engineering best practices in regards to full-stack development
- Worked collaboratively in an Agile development workflow using industry-standard version control tools to build full-stack applications



Content Manager
Carhartt Work in Progress

March 2018 – May 2021

- Defined internal digital asset management workflows, best practices, and organizational structure using Dropbox Business
- Executed weekly site-wide content updates to align with sale performance, on-hand inventory, and marketing initiatives
- Coordinated with various internal teams to compile and maintain product data for 1000+ SKUs seasonally
- Bridged connections between various systems to accurately display essential product assets on us.carhartt-wip.com
- Designed and Built custom email marketing campaigns using Sketch and Mailchimp ESP
- Liaised with external agencies to implement site enhancements in an agile workflow
- Participated in the review and testing of new developments, designs, and features
- Reported weekly KPI's in regards to site user behavior and email marketing campaigns



Ecommerce Manager
Unis New York

November 2015 – December 2017

- Merged independent sales channels and inventory into one omnichannel platform (Shopify)
- Spearheaded complete web and mobile redesign of www.unisnewyork.com while meeting budget and deadline
- Achieved a 37% increase in revenue and a 17% increase in conversion from 2016 to 2017
- Streamlined end-to-end product launch and site merchandising process to offset production delays
- Reduced yearly operational costs by \$31,000



Co-Creator
Passion Project

June 2010 – October 2017

Eastern Manner was conceived in 2010 as a creative outlet to test my woodworking and engineering skills, and ultimately attempt to bring something new to the skateboard industry. As Eastern Manner evolved into a small business, my interest in the digital world grew and sent me down a career path focused in eCommerce, Digital Marketing, and Technology.

EDUCATION

B.S Building & Construction Technology

University of Massachusetts, Amherst
September 2010 – May 2014