

JESSE TUREK

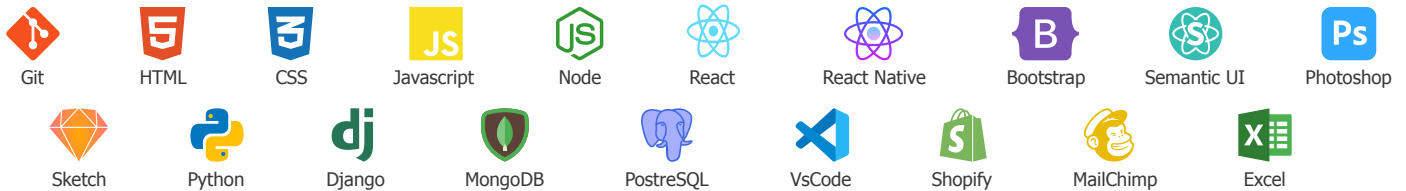
eCommerce Professional
Software Engineer

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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




PROFESSIONAL EXPERIENCE

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Front End Developer

Persado


October 2021 – Present

 - Lead developer for Persado’s most valuable client in the retail vertical
 - Utilized multiple APIs and custom integrations with external services
 - Built multi-variant marketing assets and web experiences in a fast-paced environment
 - Identified and Contributed to the development of internal process enhancements and automations
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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
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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, designs, and features in an agile workflow
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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
 - Streamlined end-to-end product launch and site merchandising process to offset production delays
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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