

# ALEXANDRA VALLE

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[PORTFOLIO](#) | [GITHUB](#) | [LINKEDIN](#)

## TECHNICAL SKILLS

**Languages:** Python, Javascript, HTML, CSS

**Frameworks/Tools:** React.js, Redux, Flask, Node.js, Express, SQL, Sequelize, SQLAlchemy, PostgreSQL, Mocha, Git, REST, Docker, Object Oriented Programming, Google API, AWS S3, Shopify, WordPress, Agile Project Management, Debugging, Deployment, Figma.

## RELEVANT EXPERIENCE

**The Aparecio Foundation** | Full-Stack Developer | Remote

**January 2024 - Current**

- Led a 5-member team in agile SCRUM-driven web development projects, from concept to execution, delivering user-centric sites with integrated payments and multimedia, enhancing the magazine's luxury brand identity.
- Developed and optimized Felix Magazine's web interface by implementing responsive design principles using HTML5, CSS3, and JavaScript, ensuring cross-browser compatibility and mobile responsiveness to enhance user engagement and accessibility for a diverse audience.
- Integrated advanced web technologies such as MySQL, and jQuery within Luxe Media's CMS framework to create dynamic, data-driven content, significantly improving the site's interactivity and backend functionality for seamless content management and user experience.

**Freelance** | Web Developer | Remote

**November 2023 - Current**

Clients: Promark Brands, Allot Company, Self Balanced Solutions

- Spearheaded the end-to-end development of a dynamic website for a client specializing in services and goods, leveraging WordPress as the core content management system.
- Integrated essential web services, such as domain registration and security features, on different platforms, ensuring seamless functionality and optimal performance for end-users.
- Developed and maintained custom functionalities, addressing specific client needs and adapting to evolving business requirements with the use of WordPress plugins.
- Conducted thorough performance optimization, fine-tuning the website for speed, scalability, and SEO best practices.

## FULL-STACK PROJECTS

**WanderPin** | Python | Flask | React | Redux | CSS3 | [Live](#) | [GitHub Repo](#)

- Integrated AWS S3 for user image uploads, reducing server load and enabling future image service expansion.
- Orchestrated complex data flows using Redux for efficient state synchronization and a seamless user interface
- Expanded project functionality using npm packages, tapping into the open-source community for enriched user experiences and streamlined development.

## EXPERIENCE

**Alo Yoga** | General Manager | New York, NY

**December 2021 - December 2022**

- Led operations at the Williamsburg location, applying strategic problem-solving and data-driven decision-making to optimize customer service processes.
- Achieved a notable 30% month-to-month increase in sales volume, surpassing monthly goals by 20%+, showcasing a results-driven approach.
- Implemented operational restructuring, leveraging analytical skills to track and analyze sales and customer trends, resulting in revenue maximization and expense minimization.

**O.N.S Clothing** | Retail Department Manager | New York, NY

**October 2019 - December 2021**

- Enhanced Shopify website functionality through seamless integration of third-party platforms and new software programs, ensuring a cutting-edge online shopping experience.
- Spearheaded the integration of marketing applications on Shopify, optimizing promotional campaigns, improving customer engagement, and boosting sales.
- Implemented SEO optimization strategies, elevating the visibility on search engines and driving organic traffic.

## EDUCATION

**App Academy** | Full-Stack Software Development

**February 2023 - August 2023**

**Ai Miami International University of Art & Design** | BA in Fashion Merchandising

**October 2011 - June 2014**