

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 | Web 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 the HostMonster platform, 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 in the web app.
- 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 on Shopify, elevating the website's 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