



# VANESSA BAUTISTA

FULL STACK WEB DEVELOPER



+916 225 4599



vanessawebdev@gmail.com



2013 Delaware CT, West Sacramento

## EDUCATION

2020

**UC DAVIS (BOOTCAMP)**

FULL STACK WEB DEVELOPMENT

2007-2011

**CSUS**

THEATRE/ B.A.

## PRO. SKILLS

- Full Stack Web Development
- Graphic Design
- Photography
- Social Media Management
- Customer Service
- Event Planning
- Training and Development

## AWARDS

MAYOR'S CHOICE AWARD

**CSUS - PERFORMING ARTS**

2011

MERIT SCHOLAR

**CSUS**

2010

## PROFILE

Passionate, determined, and hard-working, I built my professional career from the ground up and across multiple disciplines. I have launched new businesses, danced as a professional ballerina, created innovative marketing, and expanded programs, customers, and revenue from my creative, can-do attitude. I am an energetic and avid learner with attention to detail. I am always ready to dive in and find innovative and effective solutions. I navigate new territories through research and creating connections with professionals in my field, and I work well independently and with others. Strategic time management and organization are tools I utilize to work productively and efficiently while being self-driven in reaching goals.

## WORK EXPERIENCE

2016  
2020

### MEDIA AND PUBLIC RELATIONS

www.identitycoffees.com || Identity Coffees || Sacramento, CA

Created and managed strategic marketing for a growing small business via a multi-faceted approach of traditional and new media. Oversaw and created all web content, email, and social media, and coordinated marketing events and profitable collaborations. Utilized time management and effective communication to reach and exceed goals individually and in group projects. Reported to owners and followed all guidelines, budgets, and directives.

- \* Increased monthly gross revenue by 10% via social media collaborations.
- \* Boosted daily gross sales by 22% per event through monthly art and music events.
- \* Grew company Instagram account from 600 to 14,000 followers in 18 months, 90% located in target geographic area.
- \* Doubled retail coffee sales via email marketing campaigns.

## FOLLOW ME



Linkedin/Vanessa Bautista



github/vanessabau

## TECH. SKILLS

HTML, CSS, JavaScript, ES6, jQuery,

Bootstrap, Handlebars, Git, npm,

Node, Express, MongoDB/Mongoose,

MYSQL, Sequelize, Postman, React

Adobe Illustrator, Photoshop

## HOBBIES



Photography



Selling Vintage Clothes



Reading



Cooking

## LANGUAGE

English

Spanish

## EXPERIENCE CONTINUED

2017  
2019

### DIRECTOR OF FOOD

www.identitycoffees.com || Identity Coffees || Sacramento, CA

Self-taught Chef and Kitchen Manager, Identity Coffees responsibilities expanded to include creating new food programs at two new cafes. Oversight included kitchen structure, systems, equipment maintenance, cook training, and growing brand-new small businesses. Effectively managed a team of 8 cooks and maximized team efficiency through systems-based labor and training models. One cafe was featured in Sacramento Bee's 10 Best Brunch Spots for 2019.

2007  
2017

### DIRECTOR EDUCATION AND OUTREACH, FACULTY

www.sacballet.org || Sacramento Ballet || Sacramento, CA

Developed, implemented and expanded community outreach and education programs for the Sacramento Ballet. Trained in arts-aligned curriculum development through the Kennedy Center, worked with Arts Professionals and Administrators to create art-education curriculum and events. Expanded outreach programming from serving 300 to over 4000 individuals per year. Sought and secured funding and managed reporting. Developed digital and video outreach marketing.

Additionally, served as part of the School of the Sacramento Ballet Faculty. Mentored and professionally trained ballet students and directed a yearly summer intensive training program.

2005  
2007

### GRAPHIC DESIGN AND RECORDING

Shapiro Consulting | Sacramento, CA

Graphic Designer and Graphic Recorder for a local Community Development Consulting Agency. Assisted in Community Visioning events, creating community action plans and graphic design materials.

## REFERENCE

#### RYAN RAKE

Owner | Identity Coffees



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1430 28th St / Sacramento, CA

#### RON CUNNINGHAM & CARINNE BINDA

Artistic Directors | Sacramento Ballet



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roncunningham@aol.com



Sacramento, CA