WIN POMERANTZ

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Full Stack Web Developer with a robust background in brand and digital marketing. Recently completed a Full Stack Web Development certificate from the University of California, Berkeley, bringing expertise in JavaScript, React, Node.js, and other modern web technologies. Known for creativity, teamwork, resourcefulness, and executing projects from ideation to deployment for startups and Fortune 500's alike. Lifelong learner and enthusiastic team player with a strong sense of humor.

TECHNICAL SKILLS

Languages/Frameworks: JavaScript (ES6+), HTML5, CSS3, React, Node.js, Express, Handlebars, jQuery
Databases: MongoDB, MySQL, SQL, NoSQL
Additional Skills: Agile Development, Cross-Functional Collaboration, Certified ScrumMaster, Adobe Photoshop, Fluent in Corporate (when needed)

PROJECTS

ReadyCheck | GitHub Repository | Deployed Project
- Summary: A simple social communication and scheduling app. It allows users to create, manage, and participate in ReadyChecks, allowing users to quickly and easily organize planned and impromptu events, from online gaming to keeping large groups organized on at conferences, festivals, vacations, and more.
- Role: Project Lead, Full Stack Developer
- Tools: React.js, Node.js, GraphQL, Apollo Client, MongoDB, Socket.IO, Daisy UI

The Doggy Dog Breed Quiz | GitHub Repository | Deployed Project
- **Summary:** An engaging online quiz suggesting dog breeds based on user input. Leveraged existing free API using tiered filtering to produce meaningful results (despite very dirty data).
- **Role:** Project Lead, Front End & Back End
- **Tools:** HTML, CSS, JavaScript, Bootstrap

WeatherApp | GitHub Repository | Deployed Project
- **Summary:** Provides current and future weather forecasts for cities. Implemented APIs efficiently to provide real-time weather data, optimizing the app for performance and usability.
- **Role:** Sole Developer
- **Tools:** HTML, CSS, JavaScript, jQuery, API

EXPERIENCE

Marketing Consultant – Multiple Clients
Sia Partners (Consulting) Nov 2021 – Apr 2023   *San Francisco, CA*
Prologis (*Commercial Real Estate*)
- Directed strategy and execution for the new Prologis marketplace brand, identifying opportunities for brand expansion.
- Launched a new marketplace website, collaborating with developers, product managers, and executives, demonstrating resourcefulness in integrating diverse team inputs.

eBay (*Peer-to-Peer Online Marketplace*)
- Designed marketing strategies, budgets, and tactics for focus categories.
- Improved internal processes, enhancing quarterly marketing strategies.

- Led end-to-end campaign execution, resulting in record new signups.
- Managed partnerships with banks and stakeholders, identifying new opportunities through resourceful negotiation and collaboration.

MBA Marketing Intern
Ridepanda (eBikes) Jun 2020 – Sep 2020   *San Francisco, CA*
- Pioneered inaugural marketing strategy, defined brand identity, and identified target audiences through AB testing and research.
- Achieved a milestone of 100 customers pre-launch, enabling successful fundraising efforts, demonstrating resourcefulness in startup environment.

Digital Marketing Coordinator
Ubisoft Inc. (Video Game Publisher) Aug 2018–Jul 2019   *San Francisco, CA*
- Introduced and executed digital marketing strategies, leading to record in-game purchases for Ubisoft's flagship title.
- Presented brand positioning to stakeholders, aligning marketing plans.
- Managed digital content creative process from concept to execution for top titles, showcasing resourcefulness in managing tight timelines and creative constraints.

EDUCATION
Certificate, Full Stack Web Development – University of California, Berkeley, June 2024
Master of Business Administration, Marketing – University of California, Berkeley, May 2021
Bachelor of Business Administration – Emory University, May 2014
Study Abroad – Copenhagen Business School, Fall Semester, 2013