



WIN POMERANTZ

Phone: +31 61 439 0057 | Email: Win.Pomerantz@gmail.com | Haarlem, NL

Nationality: American | LinkedIn: [/Win-Pomerantz](#) | Portfolio: [win-pomerantz](#) | GitHub: [/winpom](#)

Passionate Full Stack Web Developer with expertise in JavaScript, React, Node.js, and configuration management. Recently completed an intensive Full Stack Web Development course at the University of California, Berkeley. Demonstrated ability to execute projects from ideation to deployment, solving complex problems and delivering high-quality solutions in international settings. Skilled in collaborating with cross-functional teams and enhancing front-end user experiences, leveraging a strong background in brand and digital marketing. A proactive and enthusiastic team player, as well as an independent contributor, eager to contribute and grow in a dynamic development environment.

SOFT SKILLS

- Proficient in project and time management
- Skilled in stakeholder and people management
- Experienced team lead with expertise in configuration management
- Capable of providing strategic vision and direction
- Adept at implementing and adapting complex technologies
- Skilled at navigating and contributing to large, international organizations
- Excellent communication and collaboration skills

TECHNICAL SKILLS

Languages/Frameworks: JavaScript (ES6+), HTML5, CSS3, React, Node.js, Express, Handlebars, jQuery

Databases: MongoDB, MySQL, SQL, NoSQL

Tools/Technologies: Git, Agile Development, CI/CD, DevOps, Adobe Photoshop, RESTful APIs, Certified ScrumMaster

PROJECTS

ReadyCheck Mobile | [GitHub Repository](#) | Work in Progress

- **Summary:** Utilizing my spare time to develop the ReadyCheck webapp for deployment in a live mobile environment, focusing on optimization, scalability, and virtualization. Incorporating best practices for end-user and potential investor readiness.
- **Role:** Project Lead (team of four), Full Stack Developer
- **Technologies:** React Native, Expo, AWS

ReadyCheck | [GitHub Repository](#) | [Deployed Project](#)

- **Summary:** Led a team to create an application for users to organize events quickly and efficiently. Designed for scalability, implemented Git branch protection, and managed code integrity for seamless collaboration.
- **Role:** Project Lead (team of four), Full Stack Developer
- **Technologies:** Git, React.js, Node.js, GraphQL, Apollo Client, MongoDB, Socket.IO, Daisy UI

The Dog Breed Quiz | [GitHub Repository](#) | [Deployed Project](#)

- **Summary:** Created a multi-question quiz that processes user input to generate specific dog breed results using an online API. Standardized inconsistent data into hard-coded generalized attribute categories to ensure user answers would lead to meaningful outputs.
- **Role:** Project Lead, Front End & Back End Developer

- **Technologies:** HTML, CSS, JavaScript, Bootstrap

WeatherApp | [GitHub Repository](#) | [Deployed Project](#)

- **Summary:** Developed an application that utilized local storage to save and display recent user searches. Designed to take user inputs and provide a week's weather forecast for the specified location, the application made two API queries: the first to retrieve city coordinates, and the second to generate the weather data based on those coordinates.
- **Role:** Sole Developer
- **Technologies:** HTML, CSS, JavaScript, jQuery, API, Local Storage

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

Full time Full Stack Web Development Course– University of California, Berkeley, Mar - June 2024

Master of Business Administration, Marketing – University of California, Berkeley, Aug 2019 - May 2021

Bachelor of Business Administration – Emory University, Aug 2010 - May 2014