

Vicki Crescencio

Front End Engineer and Email Developer

I’m a web developer that is highly-experienced in the most in-demand front-end languages with a strong interest in mobile application development. I’m also an expert in email development with a touch of marketing experience.

I thrive when challenged to adapt to emerging technologies and when I'm collaborating with multi-disciplinary teams to solve complex problems.

-  **vickicres.com**
-  **github.com/vickicres**
-  **vickicres88@gmail.com**
-  **in/vickicres8833**
-  **3303893634**

Skills

React JS

Typescript

Redux

HTML5

CSS3

jQuery

JavaScript

SQL

Photoshop

Figma

Shopify

Magento

Salesforce

Klaviyo

MailChimp

Braze

Freelance Developer

Oct 2017 - Present | Los Angeles, CA

- Assist clients in the development of web pages and web applications
- Collaborate with multi-disciplinary teams to develop and launch targeted email marketing campaigns.
- Consult clients on best-web practices to optimize their page, and emails for speed, SEO, and mobile.
- Collaborate and advocate for the importance of clean, and semantic code with developers and designers.

Mutesix – Email Developer

Apr 2021 - Oct 2022 | Los Angeles, CA

- Responsible for end-to-end campaign management including: segmentation, campaign setup, coding, testing, QA, and deployment.
- Developed and build email templates using HTML & CSS.
- Troubleshooted, tested, and optimizing emails across multiple browsers, platforms, and email clients.
- Collaborated with creative teams to streamline production leading to an increase in productivity by 60-70%.
- Assisted in identifying opportunities to enhance existing email and sms campaigns.

All – Web Developer and Designer, Email developer

Apr 2018 – Apr 2021 | Los Angeles, CA

- Write bespoke code and adapt existing websites into Magento.
- Webmaster for multiple internal brands.
- Solved functionality issues, such as rectifying dead links.
- Utilized CMS email platform to design and develop emails.
- Created digital marketing assets for internal brand channels.
- Tested and improved the design of multiple websites.
- Communicated design ideas using user journey maps, process flows, site maps, and wireframes.

Edgetech – Webmaster, Web Developer and Designer

Feb 2017 – Aug 2017 | Akron, OH

- Developed and maintained server-side web pages.
- Utilize web applications, scripts, ASP.NET, HTML5, CSS, and JavaScript to complete daily tasks.
- Took ownership of design projects to created products that are user-friendly, effective and appealing.
- Created solutions for complex problems and bugs.
- Developed tests to ensure that test cases mimicked external interfaces and address all browsers and devices.
- Gained UI knowledge, cross-browser compatibility, and general web functions and standards.

Signet Jewelers — Web Developer & Designer

Jul 2015 – May 2016 | Akron, OH

- Collaborated with teams and stakeholders to identify the direction of web pages.
- Lead UI designer and developer for internal employee resources website and database.
- Updated daily regional data reports and statistics.
- Assisted in conceptualizing creative ideas with clients.
- Ensured website function, stability, and optimization across multiple devices.
- Collaborated in conjunction with marketing and research teams to incorporate brand elements and relevant market research findings into web pages.
- Provided internal and external support throughout the entirety of the production phase of a website.