

Jordan A. Smith

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Summary

Front End Web Developer with a background in Pure Mathematics and IT Sales/Marketing experience. Motivated to utilize 9+ years of sales/e-commerce/marketing experience, Full-Stack Web Development Certification, and Mathematics degree, to contribute value to a high quality development team constructing agile user experiences.

Technical Skills

- **Languages:** Javascript, jQuery, Java, AJAX, HTML5, CSS3, React, Express, Node.js
- **Database:** MongoDB, MySQL, Firebase, noSQL, Netsuite SuiteCommerce
- **UI:** Bootstrap, React-Bootstrap, Materialize, Material UI, Foundation, SASS
- **Other:** Narvar, Yotpo, Google Analytics, Google Tag Manager, Git, Command Line, Chrome Developer Tool, React Developer Tool, mLab, Basecamp, Workarea, Disciple Media, Klaviyo

Projects

Valken Sports | www.valken.com | www.valken.ca | | www.valkendealer.com |

- Valken Sports is the leading manufacturer and supplier of Paintball, Airsoft and Defense Protection gear. Acted as the sole Web Developer in-house for company for US, Canadian, and European websites
- Responsibilities included implementing front-end functionality and design for 4 Valken websites, continually maintaining and improving sitemaps, building out database inventory through Netsuite SuiteCommerce backend, and ensuring execution of daily marketing campaigns across all platforms
- Used Google Analytics to monitor activity, increase performance, and improve user experience of websites after launch in September 2020
- Technologies used: Workarea Platform (Ruby on Rails), Javascript, HTML5, CSS3, SASS, Yotpo, Narvar, Klaviyo, Bronto, Google Analytics

Paintball Uncensored | [Apple Store](#) | [Google Play](#) |

- Paintball Uncensored is an application where you can talk paintball, connect with fellow paintball players, find paintball fields, search paintball events, get access to top brands, keep up with the latest news, topics & trends, buy sell & trade paintball gear and do it all in one spot.
- Responsibilities included designing layout, implementation, construction, and maintenance of application through Disciple Media platform
- Managed and maintained content calendar with a copy writer, to ensure daily execution of posts and marketing campaigns
- Interfaced with top Paintball brands such as HK Army, Dye, Umarex, Planet Eclipse, Virtue, etc., to sell and distribute application to users all across the globe
- Worked on building unique global field directory from own design to assist players in achieving access and exposure to places to play in their areas

MAJJ | <https://github.com/jsmithxyz/majj> | <https://www.majj.app/>

- MAJJ is a MERN application that serves the user fresh content from thousands of providers, allowing the ability to conveniently view and save articles for your reading pleasure
- Responsibilities included implementing back-end functionality and API integration, building out database and database schema, and ensuring MVC & React adherence and design with Agile method
- Technologies used: React, Javascript, Express, Node, MongoDB, React-Material UI, AJAX, Bing News Search API

Experience

Front End Web Developer

Aug 2020 - Sep 2021

Valken Sports Inc.

Swedesboro, NJ

- Built, Designed, and Managed 4 Websites, including 2 B2C sites and 2 B2B sites through Workarea Platform (Ruby on Rails, Javascript, HTML, SASS) and Netsuite SCA
- Supervised 3 Merchandisers and Graphic Designers, allocating work regarding inventory updates, new products, and marketing campaigns.
- Controlled Yotpo account, managing Reviews, building Widgets, and answering questions directly from customers. Handled Narvar account, designing monthly assets and implementing campaigns for on-brand package tracking.
- Built, Designed, and Managed Paintball Uncensored, a social media application constructed through Disciple Media platform to connect Paintballers in one global community.

Brand Manager

Apr 2016- Oct 2019

Market Resource Partners

Philadelphia, PA

- Managed marketing campaigns, delivered on executables, and retained business for companies such as Google, HP, Veeam, Oracle, Splunk, Veritas, Puppet, and Ultimate Software
- Developed, tested, and demonstrated custom Next-Gen Inside Sales CRM platform to accelerate workflow across 250+ account executives
- Supervised and trained 40+ account executives, distributing technical knowledge for Cloud, Backup, and SASS products, as well as Networking and Data Center hardware

Nabisco Sales Representative

Apr 2014 - Apr 2016

Mondelez International, Inc.

Philadelphia, PA

- Performed in-store planning by tailoring programs and fact-based sales presentations to the customer's needs, store demographics, and the consumer base for 20+ of the larger grocery stores while managing 10+ merchandisers in the Philadelphia area

Education

Full-Stack Web Development Certificate

Oct 2019 - May 2020

University of Pennsylvania LPS, Philadelphia, PA

- Learning Web Development skills through a rigorous curriculum that covers a full stack: HTML5, CSS3, JavaScript, jQuery, Java, Bootstrap, Express, React, Node.js, Database Theory, MongoDB, MySQL, Command Line, Git, and more.

Bachelor of Science, Pure Mathematics

Aug 2008 - May 2012

Kutztown University, Kutztown, PA