

Neal Garcia

Web Developer & Digital Marketing Specialist

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I am a results-driven web developer with a proven track record in turning UI prototypes into seamless user experiences, emphasizing accessibility, cross-browser compatibility, and mobile responsiveness. Additionally, I possess a strong foundation in digital marketing, including expertise in data analytics, search engine optimization (SEO), and content marketing. I excel in collaborating with cross-functional teams to deliver exceptional digital web solutions and have experience in managing live websites with multiple languages and high user traffic.

PROFESSIONAL EXPERIENCE

Web Developer | June 2022 - Present
Masonry Interactive | Austin, TX

- Turned Invision, and Sketch UI prototypes into a working experience using HTML, CSS, and JavaScript.
- Developed around accessibility, cross-browser, and mobile device compatibility requirements to create accessible, responsive and unified product experiences.
- Communicated with clients to meet their design and development needs and expectations.
- Supported and maintained a client website that is live in seven languages, with dozens of editors adding content daily, and averages nearly 3,000 users per day.
- Contributed towards the front-end development and maintenance of the redesigned marketing website of a nationwide Tex-Mex restaurant chain that saw an average of 8,100+ daily sessions and 57% traffic increase post-launch.

Sales Lead | Oct 2012 - Apr 2022
Central Market/H-E-B | Austin & Dallas, TX

- Underwent Central Markets's Lead Development Program to develop retail leadership and business skills in order to lead an effective team.
 - Led the dairy subdepartment through unprecedented challenges due to the COVID-19 pandemic and 2021 winter storms in Texas.
 - Managed accurate daily product orders and inventory control to avoid out-of-stocks, excess backstock and reduce shrink.
 - Assigned tasks, delegated responsibilities, and communicated expectations to the team.
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SKILLS

SKILLS: HTML5, CSS3, Sass, JavaScript, React, Vue, Bootstrap, TailwindCSS, Twig, MongoDB, NodeJS, Express, PostgreSQL, Django, SEO, UI/UX, Data Analytics, Content Marketing,

TOOLS: Git, GitHub, Wordpress, Craft CMS, AWS, Google Tag Manager, Google Analytics, Trello, Asana, Vite, VSCode, Microsoft Office, Adobe Illustrator, Adobe Photoshop, AdobeXD, Sketch, Invision, Figma

EDUCATION

University of Texas at Dallas | Aug 2013 - Dec 2017
Bachelor of Arts in Emerging Media and Communication

General Assembly | Oct 2021 - Jan 2022
Software Engineering Immersive