

Yitzhak Alvarez

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EXPERIENCE

GCNY Marketing, *Web Manager*

Dec 2022 – present

- Lead end-to-end web projects using ClickUp and Paymo, coordinating internal teams, third-party vendors, and DNS/hosting configurations across WordPress, Wix, Squarespace, Shopify, and Webflow.
- Implement SEO, Google Business Profiles, metadata optimization, and manage campaigns (Mailchimp, Klaviyo, Constant Contact, Sprout Social), boosting engagement by 20%.
- Design and deploy custom intake forms (WordPress, Jotform, HubSpot, Mailchimp, Klaviyo) to streamline lead capture and automate workflows.
- Collaborate with designers and vendors using Figma and Adobe XD for prototyping and handoff, ensuring brand consistency and quality execution.
- Oversee office operations, including front desk, scheduling, office layout, policies, vendor contracts, invoicing, and HR/IT coordination.
- Manage facilities (maintenance, supplies, repairs) and plan in-house/off-site activities while supporting staff onboarding and visitor relations.
- Work with diverse client tools, including Klaviyo, Mailchimp, OnSignTV, and WordPress, to support cross-functional marketing and operations needs.

Alter-Learning Educational Platform, Inc., *Full Stack Developer*

Dec 2022 – Oct 2024

- Co-led product development of an educational platform for K-12 students using React, Bootstrap, PHP, and WordPress.
- Partnered with stakeholders to prioritize features and refine product vision, leading to a 10% improvement in user engagement.
- Contributed to UX/UI design and usability testing, aligning development with user-centric outcomes.

Optima Audience, *Frontend Developer*

Nov 2022 – Jun 2023

- Created high-performing landing pages with Tailwind CSS and HTML, boosting conversions by 10%.
- Optimized blog and content structure for SEO, resulting in higher organic traffic.
- Developed mobile-friendly, responsive email templates aligned with brand goals.

Grassroots Grocery, *Software Engineer Intern*

Sep 2021 – Dec 2021

- Improved volunteer management workflows for 2,000+ users via Airtable and Make integrations.
- Automated cross-platform data handling between Jotform, HubSpot, and Twilio.
- Designed internal tools using JavaScript to streamline communication.

SUNY New Paltz, *Web Developer & Web Designer*

Oct 2020 – Aug 2021

- Led website redesigns using HTML, CSS, and JavaScript within TerminalFour CMS.
- Managed development sprints and roadmap execution for multiple departments.
- Enhanced UX/UI and accessibility, increasing usability and engagement.

FALA Technologies Inc., *Marketing & Web Developer Intern*

Sep 2020 – Dec 2020

- Supported digital marketing initiatives across WordPress and social media platforms.
- Designed branding elements and logos for STEM programs.
- Assisted with content creation and campaign implementation.

SKILLS

Programming Languages: JavaScript, Python, PHP, SQL, GraphQL

Frameworks & Libraries: React, Node.js, Express.js, Bootstrap, Vue.js, Tailwind CSS

Tools: Git, GitHub, Postman, Figma, WordPress, Wix, SEO Optimization, Google Analytics

Soft Skills: Project Management, Agile Development, Team Collaboration

Languages: Spanish, English

EDUCATION

State University of New York at New Paltz, B.S. Computer Science

- Minor in Economics