J/A/C

Jerry A. Cornejo

W E B   T E C H N O L O G Y   P R O F E S S I O N A L

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A B O U T   M E

An accomplished web architect and strategist with several years of web development experience. A strong "hybrid" skillset encompassing leadership, architecture and both frontend and backend development. Highly regarded by business partners and executive teams as a key advisor, creative problem solver, skilled leader, and astute process and business analyst.

S K I L L S

Web Development Languages
HTML5, CSS3, JavaScript, PHP, ASP, SQL, XML, XSL, CGI, VB, VBScript, COM Objects, Velocity, jQuery, SASS, Python

Frameworks
Laravel, React, Angular, Backbone, Ruby on Rails, Bootstrap

Databases
Oracle, MS SQL 7/2000, MySQL, Mongo DB

Servers/Cloud
UNIX/Linux, Apache, IIS, AWS, Node, Cpanel, Plesk

CMS (Enterprise/OpenSource)
ATG/Endeca, Drupal, WordPress, TeamSite, SharePoint, Clickability/cmPublish

ESP (Email Service Providers)
Bronto, Listrack, SilverPop, MailChimp

SEO/Analytics
Google Analytics, Omniture, SEO Best Practices

E X P E R I E N C E

Head of Online Operations - Consultant

California Parking Authority ↗ / Pomona, CA / Feb. 2018 – Present

Architect, build, manage and maintain the company's administration portal (both front-end and back-end) used by all clients, field inspectors and partners. Oversee all web development, 3rd party integrations, and deployments. Manage offsite developers, data entry, and technical support team, and conduct online and onsite portal training sessions and demos. Support account executive team and provide reports to finance department.

Web Development Manager

K-Swiss Global Brands ↗ / Los Angeles, CA / Jan. 2017 – Feb. 2018

Responsible for the up-time and successful functioning of 4 brand e-commerce websites, ensuring customers worldwide can visit and purchase company products as fast, as efficiently, and as securely as possible. Supported eComm marketing managers with all campaigns and initiatives. Led an off-shore 4-person web development team to execute high priority tasks across all KSGB brands. Maintained vendor relationships and vetted 3rd party service providers.

- User training
- 5 language localization
- Maintained sites in 3 currencies
- Maintained Magento, WordPress, Shopify

S K I L L S   (C O N ' T)

Usability (Web/Email)
Maxymiser, Litmus, Browserstack, Gliffy, InVision, Optimizely, Scene 7, Cloudinary

E-commerce
Magento, Shopify, OpenCart, 3dCart, PayPal, 2CheckOut, FirstData, Authorize.net, ATG/Oracle Commerce (BCC/Endeca)

Vendors/Platforms
PowerOne Media, 24/7 Real Media, P2i Online, AdMission/iPix, ContextWeb, IntelliText, PhoneGap, APIGEE, MuleSoft, Returnly, SAP

Other
SourceTree, Git/GitHub, Restful API's, JIRA, Agile, Scrum, Kanban, BitBucket

Industries
Parking Enforcement, Footwear, Flowers, Automotive, Cosmetics, Financial, Hospitality, Social Media, Non-profit, Newspaper, Entertainment, Electronics, Real-Estate

T R A I N I N G   &   E D U C A T I O N

Certified Associate in Project Management (*In progress…*)
Project Management Institute

Business Accelerator
Founder Institute

Entrepreneur Program
California Institute of Business Management

Computer Science
California State University, Dominguez Hills

Bilingual: *English, Spanish*

- Implemented analytics tags and vendor pixels
- SEO & site optimization
- Project manager on transition to Shopify
- Implemented marketing initiatives & responsive emails

Web Producer / Frontend Developer

Teleflora ⎋ / Los Angeles, CA / Apr. 2013 – Dec. 2016

As part of a small frontend development team, helped update, maintain and debug UI/UX and content of Teleflora.com to meet business requirements. Headed documentation efforts of the heavily customized ATG/Oracle Commerce (BCC/Endeca) e-commerce platform, and used HTML, CSS, jQuery, and SASS for all UI/UX work. Also implemented an automation "no-coding" process to quickly and easily generate all responsive emails for 3 business units.

- Introduced responsive emails
- Introduced SASS to team
- Identified $90k in savings
- User Acceptance Testing
- Led documentation efforts
- Wrote technical spec documents
- Trained users on new platform
- Managed support tickets

Independent Web Consultant

GrowMyBizNet / Los Angeles, CA / Jan. 2005 – Apr. 2013

Using my technical expertise and experience working for a myriad of clients in various industries both at the agency and corporate level, I worked with small to medium sized businesses helping them harness the power of the web be it to increase revenues, cut cost, expand marketing, enhance customer relations, and/or improve efficiency. Projects have included...

- Mobile App. (Android & Web-based)
- eCommerce (Magento - music)
- Social Networks (PHPFox - nightlife)
- Ajax (administration)
- Prototyping
- CMS (Drupal/WordPress*)

* WordPress: Server Installs, Migrations, Theme Customizations, eCommerce, Upgrades, Plugin Research/Tweaks