ALEX SCHNECK

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PROFESSIONAL EXPERIENCE

Kromad Creative Agency | Montreal - QC

Tech Project Manager | *Since January 2022*

- Successfully managed the end-to-end delivery of multiple web projects, ensuring alignment with client objectives and consistently meeting project timelines and budgets.
- Effectively understood client needs and translated complex technical concepts into layman's terms, fostering clear communication and building strong client relationships.
- Spearheaded web development initiatives, specializing in eCommerce solutions using Shopify, and implementing industry best practices for optimal user experience and conversion rates.
- Orchestrated collaboration between the tech and design teams, fostering a cohesive work environment and maximizing project efficiency.
- Utilized Asana to oversee and prioritize tasks, ensuring seamless workflow and timely completion of projects, while maintaining high-quality standards.
- Conducted regular follow-up calls with clients, providing detailed progress updates and comprehensive project reports, resulting in enhanced client satisfaction and retention.
- Delivered comprehensive training sessions to clients upon project completion, empowering them to effectively utilize the delivered solutions and optimize their online presence.
- Proactively audited and troubleshooted existing websites, identifying areas for improvement in adherence to best practices, while safeguarding against potential Black Hat (SEO) issues.
- Devised and implemented tailored solutions to optimize website performance, resulting in cost savings by eliminating the need for monthly app/plugin subscriptions.
- Implemented hosting improvements and managed cPanel configurations, optimizing server performance for enhanced website speed and reliability.

Front-End Developer | *February 2020 - December 2021*

- Created visually appealing and responsive websites across various platforms, including Shopify, WordPress, and custom solutions, translating approved designs into high-quality code using HTML, CSS, JavaScript, React, Typescript, Liquid, and PHP.
- Collaborated closely with the team lead to ensure smooth project execution
- Demonstrated expertise in configuring servers and domains for projects without fully managed hosting plans, ensuring seamless website deployment and optimal performance.
- Expertly configured Shopify stores, leveraging the platform's features and customizations to deliver user-friendly and sales-driven eCommerce solutions.
- Streamlined the management of larger product catalogs by efficiently working with multiple Excel files, applying changes in bulk, saving time and effort.

Majesty Diamonds | Montreal - QC

Front-End Developer (Consultant) | *Since January 2021*

- Spearheading the ongoing maintenance of the company's current website, powered by Blueprint on the BigCommerce platform. Applying custom changes and updates to align with the company's evolving marketing strategies, ensuring a seamless and visually captivating user experience.
- Reviewing and conducting thorough audits of the new website development, executed by a third-party company, to ensure compliance with design guidelines, responsiveness, and optimal performance.
- Designing and developing custom email templates with a focus on mobile user experience, resulting in improved engagement and higher conversion rates for email marketing campaigns.

Front-End Developer / IT Team Lead | *May 2018 - December 2020*
- Spearheaded the complete revamp of the company's website, utilizing custom code to replicate the brand's major rebranding efforts under a discontinued version of BigCommerce. The result was a visually stunning and highly functional website that enhanced the brand's online presence and user experience.
- Successfully designed and implemented a custom SMS system using Plivo, enabling the company to manage a significant project aimed at acquiring honest reviews on Google from existing customers. This initiative significantly boosted the company's online reputation and customer trust.
- Led the development of a custom system that digitalized the jewelry-making process, effectively tracking all service orders. This innovative solution provided the company with improved order management and enhanced visibility into each order's progress.
- Implemented front-end optimization techniques, improving website speed and performance. Proactively identified and resolved front-end issues and bugs, ensuring a smooth and error-free user experience.
- Designed and developed custom email templates with a strong focus on mobile user experience, resulting in increased engagement and higher conversion rates for email marketing campaigns.
- Remained updated with the latest front-end technologies and trends, incorporating new tools and techniques to elevate the website's design and functionality continually.

Coach Luxury – Front-End Developer (Contract); Montreal - QC   *August 2018 - March 2023*
- Successfully developed and launched a captivating Shopify store, utilizing design templates provided by an agency. Implemented front-end customizations to enhance the store's visual appeal and user experience, resulting in increased customer engagement and sales.
- Designed and implemented custom email templates with a strong focus on mobile user experience.
- Managed and maintained the store's inventory and order processing, ensuring efficient stock management and timely order fulfillment.
- Utilized Photoshop editing skills to enhance product images and visual assets, contributing to the store's professional and aesthetically pleasing presentation.

Neurotherapy Montreal – Front-End Developer (Contract); Montreal - QC   *September 2018 - September 2019*
- Successfully updated and improved the layout of the website, focusing on optimizing the desktop user experience. Implemented front-end changes to enhance visual appeal and usability.
- Designed and developed engaging custom landing pages using HTML, CSS, and jQuery. These pages were tailored to drive conversions and improve user engagement.
- Spearheaded the implementation of the "Book Online Appointment" system, providing a seamless and efficient way for clients to schedule appointments, resulting in improved booking rates.
- Utilized advanced Excel skills to edit and clean raw system files, ensuring data accuracy and consistent formatting for efficient analysis and reporting.

FisioKonex – IT Analyst (Contract); Montreal - QC   *March 2017 - March 2018*
- Website development/maintenance and server configuration.
- Market demand analysis.
- Customer support.

EDUCATION
Barão de Mauá University | Bachelor of Business Administration (BBA) | Brazil | 2009 - 2012
Lester B. Pearson | Diploma in Information Technology | Montreal - QC | 2016 - 2018

SKILLS
Web Development: HTML, CSS, JavaScript, jQuery, React, TypeScript, Node.js, PHP, Liquid, Stencil, GIT, SEO.
E-commerce Platforms: Shopify, BigCommerce, Magento.
Operating Systems: Linux.
Design Tools: Adobe Suite, Figma.
Marketing: Salesforce, Mailchimp, Klaviyo, Google Ads.
Data Analysis: Excel.