










JESSE TUREK

eCommerce Professional
Software Engineer

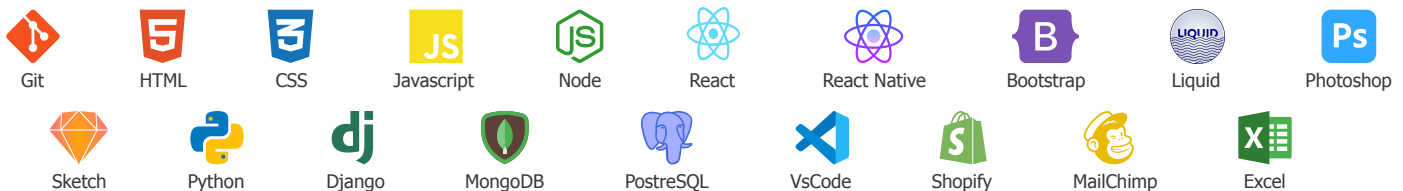
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PROFESSIONAL EXPERIENCE

- **[PERSADO]** Front End Developer
Persado
October 2021 – Present
 - Lead developer for Persado's most valuable client in the retail vertical
 - Utilized multiple APIs and custom integrations with external services
 - Built multi-variant marketing assets and web experiences in a fast-paced environment
 - Identified and Contributed to the development of internal process enhancements and automations
- **PIECES** Developer / Ecom Associate, Freelance
Pieces Home
October 2021 – Present
 - Migrated theme for compatability with online store 2.0
 - Established development workflow utilizing Shopify CLI + Git + Github
 - Develop new and existing theme templates to align with business needs
 - Integrate storefront with third-party apps and APIs
- **GA GENERAL ASSEMBLY** Software Engineering Fellow
General Assembly
May 2021 – August 2021
 - Learned programming and computer science fundamentals, as well as software engineering best practices in regards to full-stack development
 - Worked collaboratively in an Agile development workflow using industry-standard version control tools to build full-stack applications
- **carhartt** Content Manager
Carhartt Work in Progress
March 2018 – May 2021
 - Defined internal digital asset management workflows, best practices, and organizational structure using Dropbox Business
 - Executed weekly site-wide content updates to align with sale performance, on-hand inventory, and marketing initiatives
 - Coordinated with various internal teams to compile and maintain product data for 1000+ SKUs seasonally
 - Bridged connections between various systems to accurately display essential product assets on us.carhartt-wip.com
 - Designed and Built custom email marketing campaigns using Sketch and Mailchimp ESP
 - Liaised with external agencies to implement site enhancements, designs, and features in an agile workflow
- **U N I S** Ecommerce Manager
Unis New York
November 2015 – December 2017
 - Merged independent sales channels and inventory into one omnichannel platform (Shopify)
 - Spearheaded complete web and mobile redesign of www.unisnewyork.com while meeting budget and deadline
 - Streamlined end-to-end product launch and site merchandising process to offset production delays
- **EASTERN MANNER** Co-Creator
Passion Project
June 2010 – October 2017

Eastern Manner was started as a creative outlet to test my woodworking skills, and attempt to bring something new to the skateboard industry. As it evolved, my interest in the digital world grew and sent me down a career path focused in Ecommerce and Technology.

SKILLS



EDUCATION

B.S Building & Construction Technology

University of Massachusetts, Amherst
September 2010 – May 2014