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## PROFESSIONAL SUMMARY

Marketing Operations Specialist and Front-End Developer with over 10 years of experience optimizing marketing workflows and leading high-impact campaigns. Proven track record in improving customer experience and operational efficiency through innovative problem-solving and strategic automation. Skilled in cross-functional collaboration and implementing advanced tools to drive measurable results. Seeking to leverage expertise to refine marketing operations and contribute to company growth through data-driven strategies and cutting-edge development.

## CORE SKILLS

- **Marketing Automation & Platforms:** Marketo, Salesforce, Workato, Hopin, Calendly, Google Tag Manager
- **Web Development:** HTML, CSS, JavaScript, Node.js, MongoDB, Bootstrap
- **Data & Analytics:** Salesforce Reporting, Google Analytics, Dashboard Creation, Data Visualization
- **Project Management:** Agile, Asana, Team Collaboration, Cross-Functional Communication
- **Soft Skills:** Leadership, Prioritization, Effective Communication, Process Optimization

## PROFESSIONAL EXPERIENCE

**Tipalti Inc.** | Los Angeles, CA (Remote)  
*Senior Marketing Operations Specialist*  
May 2022 – Present

- Orchestrated over 130 campaigns, including event invites, webinars, and follow-ups, enhancing engagement rates by 20% through cohesive cross-channel experiences.
- Led the development of responsive Marketo email templates, coordinating with a third-party agency to meet COE standards, resulting in a 30% faster deployment cycle for email marketing campaigns.

- Integrated Workato workflows and Calendly-Marketo automation, reducing manual processing time by 50% and enabling rapid pre-booking for on-site event meetings.
- Created comprehensive Salesforce dashboards and analytics reports, empowering sales and executive teams with insights into key metrics, significantly enhancing data-driven decision-making.
- Pioneered competitor-focused campaigns targeting Expensify, Concur, and ZipHQ, generating over \$1M in reviews for FX campaigns and strengthening Tipalti's competitive positioning.
- Solely managed the campaign calendar after a team shift, ensuring continuous operations without service disruption.

**Experian Inc.** | Costa Mesa, CA (Hybrid)

*Marketing Automation Specialist*

*September 2019 – May 2022*

- Developed a global email and landing page template library used by international teams, achieving 100% adherence to brand standards while supporting a seamless user experience.
- Contributed to a large-scale global website migration, addressing critical technical needs during high-stakes releases to ensure consistent, optimized functionality across regions.
- Resolved 113 support tickets within a 10-month span, showcasing commitment to efficient troubleshooting and enhancing user satisfaction with the platform.

**Stax Labs** | Irvine, CA (Contract)

*Frontend Web Developer*

*March 2019 – July 2019*

- Developed wireframes for customer and vendor interfaces using Zeplin, ensuring streamlined, user-friendly design flow for both B2B and B2C eCommerce experiences.
- Designed high-fidelity mockups in Photoshop and Adobe Illustrator, translating client requirements into visually compelling layouts aligned with brand standards.
- Collaborated with backend developers to transform UX/UI designs into responsive and dynamic web pages using PHP, HTML, CSS, and JavaScript, improving load times and user interaction.
- Managed code reviews and quality assurance using GitHub, ensuring code integrity and alignment with project specifications through structured version control.

**MNG Enterprise (Mr. Nice Guy)** | Irvine, CA

*Web Developer*

*October 2018 – March 2019*

- Developed a dynamic landing page for a social media application using PHP with WordPress, enhancing the company's eCommerce functionality with JavaScript, SASS, and Liquid for seamless, interactive user experiences.

- Integrated third-party eCommerce solutions, including MailChimp for email marketing automation and Gorgias Live Chat for customer retention, optimizing client engagement and support on the platform.
- Created a pixel-perfect corporate landing page on WordPress, supporting iOS and Android app updates with monthly releases and ensuring cohesive brand alignment across all digital touchpoints.
- Transformed UX/UI prototypes into interactive Shopify experiences using Liquid, SASS, and jQuery, following a mobile-first, responsive design approach to optimize usability across devices.
- Led a cross-functional, international team of Shopify developers, managing task allocation, deadlines, and code reviews to ensure timely project completion and high-quality output.
- Utilized Google Tag Manager to streamline tracking scripts within an MVC framework, enhancing data collection and analytics for marketing optimization.
- Collaborated in a multi-developer environment using SourceTree and BitBucket, enforcing version control best practices and fostering team efficiency.

**Toolots** | Cerritos, CA

*Web Developer*

*July 2016 – October 2018*

- Collaborated in web and mobile specification meetings to gather and analyze user requirements, aligning project goals with design and functionality feasibility.
- Assisted in designing the Business Requirements Document for an After-Sales mobile application, defining technical and functional requirements to support the app's development lifecycle.
- Researched and implemented third-party software solutions, including AWS for hosting, JivoChat for customer support, Cyberduck for file transfer, and Yotpo for customer reviews, enhancing operational capabilities and user engagement.
- Created high-fidelity web and mobile wireframes for board presentations, effectively communicating project vision and key design elements to stakeholders.
- Adhered to Agile and Scrum methodologies to maintain open communication and iterative development, delivering functional and user-focused software within project timelines.
- Developed static and mobile-responsive web pages for yuutool.com using HTML5, Bootstrap, JavaScript, C#, and ASP.NET, resulting in enhanced user experiences across devices.
- Performed rigorous browser-based debugging on Google Chrome, Internet Explorer, and Firefox to ensure optimal performance and compatibility.
- Utilized Visual Studio Team Services for collaborative code development, ensuring version control, task management, and project consistency.
- Recorded and edited product videos with Adobe Premiere and After Effects, creating engaging multimedia content that showcased product features and improved customer understanding.

## NOTABLE PROJECTS

### **ZeroNode**

Designed an innovative personal finance management app using Node.js, Express, and MongoDB, integrating Chart.js for data visualization. Demonstrated full-stack development skills and a commitment to improving user financial literacy.

### **KirbyTest**

Developed a user-friendly QA tool to automate the testing and validation of web forms. Leveraged playful design inspired by Kirby to enhance user experience while ensuring forms function flawlessly across platforms.

## EDUCATION

Golden West College | Huntington Beach, CA  
Associate in International Business, 2008 – 2010

## CERTIFICATIONS

Treehouse  
Front-end Web Development Certificate, 2019 – 2020