VANESSA RODRIGUES-BAUTISTA

WEB DEVELOPER

CONTACT

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Sacramento, CA

vanessawebdev@gmail.com

916-225-4599

vanessabau.github.io/vanessaro/

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TECHNICAL SKILLS

Languages:
HTML/CSS, Javascript, React.js, CSS3, HTML5, JSON, SQL

Database: MySQL, MongoDB

Other: Heroku, Git, Node.js, Express, Jquery, Bootstrap, Handlebars, Atlas, Mongoose, Sequelize, Postman, Adobe Photoshop, Adobe Illustrator, Microsoft Office Suite

PROFESSIONAL SKILLS

Full Stack Web Development

Graphic Design

Photography

Social Media Management

Customer Service

Event Planning

Training and Development

Teaching

Curriculum Development

01

ABOUT

Passionate, determined, and hard-working Web Developer with a professional career built from the ground up and across multiple disciplines. Successes in launching new businesses, expanding underrepresented access to performing arts, and creating innovative marketing stemmed from a creative, can-do attitude. With the belief that each day is an opportunity to be and do better, challenges are met with grit and optimism. Relationship-building, learning from industry professionals, time management, and organization are tools most utilized to work productively and efficiently alone or with others while being self-driven to reach goals.

02

PROJECTS

IDENTITY COFFEES   2020
identitycoffees.com
identitycoffees.herokuapp.com/
github.com/vanessabau/identitycoffees

Full-stack business website for local independent coffee company
Initially built using a squarespace template, later re-created from scratch.
Tools used: HTML/CSS, Bootstrap, JavaScript, Node.JS, Express

ORGANIZE   2020
organize-demo.herokuapp.com/
github.com/vanessabau/Organize2.0

MERN stack app allowing community organizers to connect, share, and mobilize for social change without the negative static of social media.
Visually designed then built all front-end pages
Tools used: React.js, Express, Node.js, Javascript, Bootstrap, MongoDB, Atlas, fullcalendar, passport, bcryptjs, JSON web tokens, Lodash, shields.io

BEYOND VACATION   2020
beyondvacation.herokuapp.com/
github.com/vanessabau/beyondVacation

Full stack app - vacation rental platform for the socially-distancing era.
Designed and built the front end platform and built back-end API's.
Tools used: Node.js, MySQL, Express, Handlebars, passport, HTML/CSS, Bootstrap, JQuery, Javascript

VANESSA RODRIGUES-BAUTISTA

EDUCATION

**Bootcamp Certificate
Full-Stack Web Development**
UC Davis, Davis CA   2020

B.A. Theatre
CSUS, Sacramento, CA 2011
Awards: Merit Scholar 2010,
Mayor's Choice
Performing Arts Award 2011

LANGUAGES

ENGLISH
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SPANISH
● ● ● ● ● ● ● ● ● ○ ○ ○

REFERENCES

**Ryan Rake
Owner Identity Coffees**
916-952-3274
ryan@identitycoffees.com
1430 28th Street, Sacramento, CA

**Ron Cunningham &
Carinne Binda Cunningham
Artistic Directors Emeritus
Sacramento Ballet**
916-397-3519
roncunningham@aol.com
Sacramento, CA

EXPERIENCE

Media and Public Relations, Web Development   2016-2020
Identity Coffees || www.identitycoffees.com || Sacramento, CA

Created and managed strategic marketing for a growing small business via a multi-faceted approach of traditional and new media. Oversaw and created all web content, email, and social media, and coordinated marketing events and profitable collaborations. Utilized time management and effective communication to reach and exceed goals individually and in group projects. Reported to owners and followed all guidelines, budgets, and directives.

- Expanded role by learning web development and designed, built and maintained company website both from squarespace templates, then from scratch.

- Increased monthly gross revenue by 10% via social media collaborations. Boosted daily gross sales by 22% per event through monthly art and music events.

- Grew company Instagram account from 600 to 14,000 followers in 18 months, 90% located in target geographic area.

- Doubled retail coffee sales via email marketing campaigns.

Director of Food   2017-2020
Identity Coffees || www.identitycoffees.com || Sacramento, CA

Self-taught Chef and Kitchen Manager, Identity Coffees responsibilities expanded to include creating new food programs at two new cafes. Oversight included kitchen structure, systems, equipment maintenance, cook training, and growing brand-new small businesses. Effectively managed a team of 8 cooks and maximized team efficiency through systems-based labor and training models. One cafe was featured in Sacramento Bee's 10 Best Brunch Spots for 2019.

Director Education and Outreach   2007-2017
Sacramento Ballet || www.sacballet.org || Sacramento, CA

Developed, implemented and expanded community outreach and education programs for the Sacramento Ballet. Trained in arts-aligned curriculum development through the Kennedy Center, worked with Arts Professionals and Administrators to create art-education curriculum and events. Expanded outreach programming from serving 300 to over 4000 individuals per year. Sought and secured funding and managed reporting. Developed digital and video outreach marketing.
Additionally, served as part of the School of the Sacramento Ballet Faculty. Mentored and professionally trained ballet students and directed a yearly summer intensive training program.

Graphic Design and Recording   2005-2007
Shapiro Consulting || Sacramento, CA

Graphic Designer and Graphic Recorder for a local Community Development Consulting Agency. Assisted in Community Visioning events, creating community action plans and graphic design materials.