

# ARELIS CRUZ

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## > Skills

### Languages

- HTML
- CSS
- Python
- JavaScript (AJAX, JSON)
- Ruby on Rails
- SQL

### Frameworks & Libraries

- WordPress
- Flask
- jQuery
- Bootstrap
- Jinja

### Database/Industry Tools

- PostgreSQL
- Git
- GitHub
- Command Line

### Tools/Software

- Google Workspace
- Microsoft Office
- Creative Cloud
- Jira Software
- Scrum
- Slack
- Salesforce

## > Employment

### **Side Inc., San Francisco, CA (Remote)**

Website Solutions Consultant

December 2020 – October 2022

- Walked partners through the benefits provided by the website and all additional potential of our CRM, lead gen applications, and marketing solutions that complement it.
- Guide new partners through website creation road-maps and gather goals for a successful website launch.
- Develop personalized website solutions for new partners that archive their business strategy within Side's website platform.
- Collaborate with business managers and partners to create custom pages for special events or services.
- Created and implemented a feedback process to increase cross-team communications and success.
- Trained new consultants and cross-functional team members on processes to help decrease turnaround times and improve workflow.
- Collect feedback and usecases to best inform the product development team of new features needed to improve the offering.

### **RichRelevance, San Francisco, CA (Remote)**

Integration Consultant

October 2019 – December 2020

- Oversee a diverse portfolio of client accounts from initial engagement to product launch.
- Lead targeted product integrations tailored to clients needs to increase market visibility and revenue.
- Develop personalized marketing solutions for clients across a variety of retail industries.
- Guided clients through the personalization implementation process; debugging issues, conducting quality assurance, and developing client-specific solutions.
- Lead customer training through the utilization of internal tools and product documentation.
- Create analytic reports to monitor success on implementation and guide additional optimization options for clients.

## > Education

### **Hackbright Academy**

Software Engineering Fellowship  
July 2018 - December 2018

Full-Stack 24 week course, covering both back-end and front-end with a focus on Python and JavaScript.

### **The New England Institute of Art**

Bachelor of Science - Graphic Design  
Graduated 2005

### **Gerber Technology (Avametric), San Francisco, CA**

#### **3D Product Owner**

January 2019 – October 2019

- After Avametric's acquisition, I lead the engineering team responsible for the company's integration of new 3D solutions and improvements to the already existing AccuMark 3D software.
- Manage the project, the team's time and resources to ensure they succeed in achieving them within the deadlines set.
- Created presentations and live demonstrations for Greber's tradeshows to showcase to clients our 3D capabilities.

### **Avametric, San Francisco, CA**

#### **Production Studio Manager**

January 2015 – January 2019

- Became a subject matter expert on 3D fashion rendering and company's proprietary software and supported all teams in learning and troubleshooting issues.
- Hired, trained and managed a team of 5 production artists; they became experts in 3D graphics and worked with the company's proprietary software.
- Managed projects with major brand partners; planned timeline, set expectations with clients, and motivated team to launch 100% of 3D rendering pilots successfully and on time.

### **Chrisad, San Rafael, CA**

#### **Graphic Designer**

April 2013 – January 2015

- Exceeded monthly productivity goals and was one of the top producing designers for products such as brochures, postcards, logos, stationery, signs, ads, email blasts, websites, and promotional items.
- Frequently created templates and new concepts that were used by other designers.
- Reduced my design drafts to 1-2 changes. Increasing the speed to final approval by 2-3 days.