Monica Salazar

Round Rock, TX · monica.salazar@example.com · (512) 555-0173 · linkedin.com/in/example-monica-salazar

My Key Qualifications

- **5 years of web development and ecommerce experience**, from BigCommerce storefronts in 2021 through YETI's high-traffic retail site today.
- **React, Next.js, and TypeScript** in daily use building customer-facing ecommerce experiences, landing pages, and reusable components.
- Lifted mobile Lighthouse scores **from 61 to 82** across 6 landing-page templates using code splitting and image optimization.
- Integrated storefront search and recommendations via **REST APIs and GraphQL**, cutting search-result load time by 0.8 seconds.
- Partnered with marketing on **GA4 and Google Tag Manager** instrumentation, enabling reporting on 14 new conversion events.
- Hands-on with **Jest and Cypress** for test coverage and regression checks, plus Git, GitHub workflows, and CI/CD releases.
- Cross-browser fixes for mobile checkout cut QA-reported frontend defects **from 11 per release to 4**.

Experience

Web Developer — **YETI**, direct-to-consumer retail and ecommerce

Feb 2023 – Present · 3 yrs 9 mos

- Rebuilt 6 key promotional landing page templates in Next.js with code splitting, image optimization, and cleanup of unused JavaScript, lifting mobile Lighthouse scores from 61 to 82.
- Built a reusable React component library for merchandising modules, standardizing hero, product grid, and promotional banner components from Figma designs, which cut average campaign page assembly time from 6 hours to 3.5 hours.
- Integrated storefront search and recommendations with third-party services via REST APIs and GraphQL endpoints with client-side caching, lowering search-result load time by 0.8 seconds.
- Partnered with marketing on GA4 and Google Tag Manager instrumentation for seasonal launches, implementing data-layer updates and validating in staging and production to enable reporting on 14 new click and conversion events.
- Resolved recurring cross-browser issues affecting mobile checkout pages by testing across Safari, Chrome, Edge, and Firefox and adding regression coverage in Cypress, cutting QA-reported frontend defects from 11 per release to 4.
- Develop customer-facing ecommerce experiences in JavaScript, TypeScript, React, and Next.js, and collaborate with UX, product, and QA in Scrum ceremonies, contributing to estimates, sprint planning, and release support through GitHub workflows and CI/CD pipelines.

Frontend Developer — **BigCommerce**, an ecommerce software platform for online retailers

Nov 2021 – Jan 2023 · 1 yr 2 mos

- Built responsive storefront components and landing pages for promotional and category pages using HTML5, CSS3, JavaScript, and React, consolidating repeated markup into shared components and cutting duplicate front-end code across 9 page templates.
- Implemented API-driven product listing and filtering by connecting React interfaces to REST APIs, cutting page reloads from 3 steps to 1 for common filter actions.
- Raised Jest component test coverage on campaign pages from 18 to 47 tests by writing unit tests for rendering, state changes, and form interactions.

Education

- **Texas State University** — Bachelor of Science in Computer Information Systems · 2017 – 2021

Skills

- **Frontend Development:** JavaScript, TypeScript, React, Next.js, HTML5, CSS3
- **APIs & Integrations:** REST APIs, GraphQL
- **Testing & Tooling:** Git, GitHub, Cypress, Jest, Webpack
- **Analytics & Conversion:** Google Analytics 4, Google Tag Manager
- **Design Handoff:** Figma