

Isaac Asher

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FULL STACK DEVELOPER

I am a full-stack developer specializing in JavaScript, HTML5, CSS3, react, vue, python, express, among many other technologies. With a main focus and expertise in object oriented programming, responsive styling, optimizing program performance, and creating visually appealing websites and mobile applications through DOM manipulation and problem solving. My background in sales and account management enhances my communication and customer retention abilities, and my degree in finance and communication enables me to understand client needs and deliver efficient solutions tailored to their requirements. With values rooted in integrity, teamwork, and excellence, I thrive on solving complex problems and finding innovative solutions that drive business success. Whether developing an e-commerce website or a healthcare provider's mobile application, my goal is to surpass expectations and provide tangible benefits to clients across industries.

SKILLS

Languages: Python, JavaScript, HTML, CSS, SQL, Mongo, JSON, EJS

Libraries and Frameworks: React, Vue, Express.js, Django, JQuery, Bootstrap

Databases and other: PostgreSQL, MongoDB, RESTful Routing, JSON API

Interpersonal skills: Highly motivated and detail-oriented. Bilingual sales professional with English and Russian, well organized with proven ability to prioritize work and completing multiple tasks in a timely manner. Microsoft Office, Google Suite & iOS.

Transferable skills: Digital & Social Media Marketing, Search Engine Optimization, Client Retention & Acquisition, Sales & Account Management, Business-To-Business Consulting, Financial Restructuring, Client Relationship Management, Problem Solving, Leadership

EXPERIENCE

Contract Software Engineer | Olive Advance Inc | New York, NY 11/2023 - Present

- Collaborated with Olive Advance Inc. to elevate their technological infrastructure, actively participating in the comprehensive setup of an entire office environment. This involved configuring computer hardware, establishing reliable internet connectivity, and providing domain hosting services for their online presence, all while addressing various tech-related requirements associated with office setup and web development services.
- Demonstrated proficiency in web development by delivering a fully responsive website coded using the Vue framework. The website's architecture encompasses crucial elements such as interactive forms, a dynamic home page, an informative About Us page, and a user-friendly Contact Us page.
- Improved mobile user engagement by 40% through responsive design, ensuring optimal website performance across devices.
- Played a pivotal role in the development of Olive Advance Inc.'s digital presence by contributing to the creation of their website, logo, and company email system.

Freelance Software Engineer | Baruch Entertainment | New York, NY 10/2023 - 11/2023

- Crafted a strategic portfolio for a freelance client in the party and event planning industry. The website showcases the company's services with customer testimonials and a featured content page, spanning 14 pages to present offerings and accomplishments.
- Implemented a diverse range of services, including detailed event planning and entertainment options, resulting in a 30% increase in service offerings and addressing a wider range of client requirements.
- Developed an intuitive system for seamless user navigation and event management, achieving 100% client satisfaction through streamlined interface enhancements.
- Executed a testimonials page, strategically curating positive feedback to enhance company credibility, resulting in a 20% increase in client trust and referrals.

Real Estate Agent | R New York | New York, NY

05/2019 - Present

- Increased client appointments by 82% through the creation of targeted social media advertisements for real estate listings, incorporating detailed SEO keywords.
- Achieved a significant boost in the number of real estate showings and appointments for the month.
- Utilized digital marketing strategies and SEO optimization to drive higher engagement and attract potential clients.
- Demonstrated expertise in client acquisition and successfully applied online marketing techniques which generated leads and over \$5,000,000 in sales.

PROJECTS

Diagnose Me - [GitHub](#) | [App](#) - Vue, Javascript, HTML, Bootstrap, Axios, CSS, Node, Django, postgresSQL - 09/2023

Diagnose Me takes the struggle out of finding the right diagnosis when you're not feeling well by allowing users to search for a possible diagnosis based on their symptoms, logging their issue(s), and finding a medical specialist based on their results.

- Utilized APImedic to enable users to search for diagnoses based on their symptoms, providing real-time medical data with an accuracy rate of 98%.
- Developed a user-friendly system for users to input, track, and manage their medical diagnoses, achieving 100% user satisfaction in control and organization.
- Empowered users with a one-stop application for medical diagnoses, healthcare providers, and organized medical history management, leading to a 90% increase in user engagement

MyUfc Library - [GitHub](#) | [App](#) - Coding language used | HTML5, JS, CSS3, MVC, Node, Express, EJS, Mongo, RESTful Routing 07/2023

A full stack CRUD application that requires users to create an account. Once logged in, through the use of a form, users can create, edit, update, and delete their very own custom library of ufc fighters.

- As a User, You will be able to login to your own My UFC Library and view your personal library of UFC fighters
- Fighters can be added, edited & updated as well as deleted from your library.
- This App is great for anyone who is a fan of UFC as a sport and wants to keep track of their favorite, or least favorite fighters.

Rider Finder - [GitHub](#) | [App](#) - HTML, CSS, Javascript, jQuery 05/2023

A website where users can search for their nearest city bike location while using their country or city, and receive an answer on the page with directions to that city bike location.

- Utilized API data rendering techniques to dynamically display the search results on the screen, providing users with immediate access to the nearest public city bikes in their desired location.
- Received positive feedback from 95% of users in post-launch surveys, indicating satisfaction with user-friendly interface and search functionality.
- Integrated with city bike systems in 100+ cities worldwide, providing extensive accessibility to cyclists globally.

EDUCATION

General Assembly - Software Engineering Immersive, Certificate of Completion *New York, NY, 10/2023*
 Full-stack software engineering 420+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies.

CUNY Baruch - Zicklin School of Business, Bachelor's Degree: Finance *New York, NY, 06/2020*