Ben Fernandez
Cell: 1(646)-201-8819 | **Email**: Ben.Fernandez28@gmail.com | **LinkedIn**: https://www.linkedin.com/in/benigno-fernandez/

Certifications:
Full Stack Developer Certification: (Certificate)
Senior Full Stack Developer Certification: (Certificate)
React Developer | React Native Developer | Next.JS Developer Certifications: (Certificate) (Certificate) (Certificate)
AWS Certified Cloud Practitioner: (Certificate)

Languages/Frameworks:
HTML/CSS | JS | Python | React.js | Next.js | Node.js | Gatsby.js | Numpy | Pandas | SQL | GraphQL | Bootstrap | Material UI

Skills:
Front-End | Back-End | Data analysis | Machine Learning | UI Development | Programming | SEO | API testing and building

Tools:
VS Code | GitHub | Docker | Firebase | AWS | Figma | Postman | PostgreSQL | Scikit-Learn | Matplotlib | Jupyter-Notebook

Portfolio:
Composed Style (*Link*)(*GitHub*)
- Developed a retail e-commerce clothing website using REACT and Firebase, with API integration for Stripe payment processing. Created a scalable and flexible architecture to enable easy updates and maintenance, reducing cost of ownership.
- Developed a comprehensive database architecture using Firebase that enables efficient data storage, retrieval, and manipulation, resulting in faster load times and improved site performance.
- Designed and implemented a dynamic UI that adapts to different screen sizes and resolutions, improving user engagement.

Nextflix (*Link*)(*GitHub*)
- Built a Netflix clone using NEXT.JS, GraphQL, Hasura, and YouTube API. Led the full end-to-end development of the app.
- Designed and implemented a secure passwordless member login system via email link using Magic OAuth and JWT tokens for user authentication ensuring data privacy.
- Mobile first dynamic design that adapts to different screen sizes.

Professional Experience:
Vitamin Shoppe *New York, New York*   June 2011 – March 2021
Store Manager
- Develop a comprehensive selection process to evaluate revenue potential, incorporating factors such as foot traffic, market competition, accessibility, rent/income, and broader community demographics – aided in 8 store launches.
- Aided in recruiting and hiring of qualified staff for each new location ensuring a smooth transition to store openings through comprehensive onboarding and training programs and explicit expectation settings around roles.
- Establish, monitor and track KPIs for each new store, including sales revenue, customer traffic, employee productivity, vendor relationships and partnership development with community stakeholders. Coached store staff as needed.
- Develop reports to gain insights into customer behavior and market trends. Monitor trends to set and iterate KPIs.
- Train assistant store manager to analyze product data to set strategies around product sales and inventory management.

Assistant Store Manager
- Establish a comprehensive budget plan that outlined stores expected expenses and revenue, broken down by monthly, quarterly and annual revenue targets. Use forecasting tools to ensure store was performing strongly against KPI measures.
- Conduct trend-analysis through customer segmentation and purchase history to forecast future demand and identify opportunities for upselling and cross-selling, leading to an extra $200,00 in revenue year-over-year.
- Develop a pipeline of qualified candidates through the creation of employee referral programs, attending networking events and leveraging social media platforms and job-boards.

GNC *Brooklyn, NY*   April 2008 – June 2011
Assistant Store Manager
- Conduct weekly inventory audits to identify discrepancies and ensure accurate tracking, saving $50,000 a year.
- Develop and perform quarterly performance evaluations, setting clear metrics for staff pay raises and promotions.
- Regularly review vendor performance against established KPIs ensuring relationships are mutually beneficial.

Manager on Duty
- Led training and onboarding for a staff of six around all products to ensure excellent customer service rooted in a deep understanding of client needs.
- Develop, and analyze customer satisfaction surveys to increase survey satisfaction responses by 12% year-over-year.
- Led store operations, including payroll ($20,000 a month), scheduling and vendor inventory management.