

ACHILLES IMPERIAL

front-end web developer and designer

CONTACT

portfolio

<http://achillesimperial.com>

mobile

646-797-6636

email

achilles.imperial@gmail.com

SKILLS

- Javascript
- React
- Query
- jQuery UI
- HTML5
- CSS3
- SCSS
- Bootstrap
- Version Control
- Responsive Design
- Mobile Design
- Storyboarding
- Information Architecture
- Photoshop
- Illustrator

EDUCATION

Bachelor of Arts (B.A) -
Communication Studies
California State University Long Beach

EXPERIENCE

Creative Services

Freelance | Jan 2017 - Current

- Developed and executed marketing programs for email, online advertising, social media, and newsletters resulting in increased company exposure, customer traffic, and sales.
- Assigned tasks to associates, staffed projects, tracked progress and updated managers, partners and clients as necessary.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Photographed and processed high-quality images for both print and Internet distribution.

Lead Guide

Bonobos | Feb 2016 - Mar 2017

- Maintained knowledge of current sales and promotions, policies regarding payment and exchanges and security practices.
- Trained all incoming sales team members.
- Built relationships with customers to increase likelihood of repeat business.
- Recommended merchandise to customers based on their needs and preferences.

Key Leader and Community Manager

Lululemon Athletica | Oct 2009 - Nov 2014

- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Supervised a sales force of 25 to 30 sales associates.
- Built relationships with customers and the community to establish long-term business growth.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management objectives.