Anthony Leonel Carvalho

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aleonel.com

EDUCATION

Florida International University, Miami, FL   May 2022 – May 2024

Bachelor in Arts Degree in Computer Science
Major: Computer Science, GPA: 3.9 (current)

Miami Dade College Wolfson Campus, Miami, FL   May 2018 – Dec 2019

Associate in Arts in Computer Science
Major: Computer Science, GPA: 3.3

EXPERIENCE

Artistic Pavers Mfg., Miami, FL   Jan 2020 – Aug 2023

Web Development & Marketing

- Developed entire website (front-end and back-end, current company's website Acquired for over $300M) https://www.artisticpavers.com/
- Inventor of the Easy Calc: Transformed an Excel sheet into a calculation app, leading to over 1,000 orders.
- Inventor of the Professional Portal: Created a portal for customers to access product details and ordering methods, including Easy Calc. artisticpavers.com/pro/#profile
- Developed a smart interactive FAQ: Provides answers for installers and customers, with additional technical FAQs for professionals.
- Grew social media following from 150 to over 1,500 in 2 years: Used scripts for follower management to boost brand recognition.
- SEO and Social Media: Expanded and managed social media presence, automated posts, and optimized for search engines.
- Applied virtual ad fencing tactics: Strategically allocated capital to trade shows and events to increase brand recognition.
- Created software to automate processes and spreadsheets
- Developed online ordering methods using PHP and Python: Enabled email confirmations for orders, leading to over 2,000 orders, over 3 thousand orders sent through the system.
- Video editing, video ad creation and picture retouching for advertisements
- Email marketing design and deploying campaigns (MailChimp, Campaign Monitor), email automation and software development
- Attended meetings to enhance website accessibility
- Edited and photoshopped pictures for website uploads
- Created brochures and business cards, tracking usage over QR code analytics
- Managed social media and business pages
- Answered client calls for website assistance
- Outstanding analytical and problem-solving skills

SKILLS

- <u>Languages:</u> Portuguese, English, and Spanish

<u>Tech Stack:</u> HTML, CSS, C++, Python, Javascript, C++, JSON, SQL, Wordpress, Adobe Photoshop, Adobe Premiere Pro, Sony Vegas, Google Ads, Facebook AdS, Microsoft Office, QuickBooks, MailChimp, Campaign Monitor, SalesForce.

AFFILIATIONS AND AWARDS

SAGA | School of Art Game and Animation   May 2017 – May 2018

- Completed the Design and Art course.

LINKS   http://aleonel.com/ ,