

# Raul Escobedo

Houston, TX | 575-777-0541 | [raul.escobedo1012@gmail.com](mailto:raul.escobedo1012@gmail.com)  
<https://www.linkedin.com/in/raul-e-developer> | <https://raulwebstudio.com>

## Software Developer

### Highlights

- Developed and maintained **responsive, mobile-first websites** like “Baked with Gratitude” and “The Trainer” using **HTML, CSS, JavaScript, and React**, combining **creative thinking** and **attention to detail** to enhance **user engagement** and **brand representation**.
- Utilized **problem-solving skills** and **adaptability** as a Business Technology Strategist to **integrate tools** for inventory tracking, scheduling, and data reporting, streamlining workflows and **improving operational efficiency**.
- Demonstrated **strong time management** and **collaborative skills** by **designing** and managing band program websites, **incorporating UI/UX design, SEO best practices, and cross-browser compatibility** to enhance **communication** and resource **accessibility**.
- Applied **team collaboration** and **resilience** to create projects like the OKB Hope Foundation website, where I contributed to **front-end development, responsive design, and Git version control**, ensuring the platform aligned with the organization’s mission and vision.

### Education

**SMU/Flatiron School** - Software Engineering  
**Nucamp Bootcamp** -Full Stack Web & Mobile Development  
**Northwestern University** - Master in Music Performance  
**University of North Texas** - Bachelor in Music Education

### Work History

**Business Technology Strategist** **11/2024 – Current**  
**Serv-U-Demo**, Houston, TX

#### *Responsibilities and Accomplishments*

- Engaged customers through in-store demonstrations to boost product awareness and drive sales, leading to a 15% revenue increase during promotions.
- Ensured timely delivery and high service quality for event catering, resulting in positive feedback and repeat business.
- Collaborated on integrating technology tools for scheduling, inventory tracking, and data reporting to streamline operational workflows and improve efficiency.

**Website Designer & Developer** **11/2024 – Current**  
**Raul’s Web Studio**, Houston, TX

#### *Responsibilities and Accomplishments*

- Designing and developing responsive websites to client needs.
- Building and optimizing user-friendly web experiences using HTML, CSS, JavaScript, and modern frameworks.
- Collaborating with clients to define project scope, branding, and functionality requirements.
- Implementing SEO best practices to improve search rankings and visibility.
- Maintaining and updating existing websites to ensure optimal performance and security.

## Band Director

08/2013 – 11/2024

Various School Districts, New Mexico & Texas

### *Responsibilities and Accomplishments*

- Directed and mentored multiple ensembles, employing data-driven performance analysis and collaborative feedback systems to achieve superior ratings at state and district competitions.
- Collaborated with program leaders to plan and execute large-scale events, such as band camps and concerts, using scheduling tools to streamline operations and enhance team productivity.
- Coordinated complex travel logistics for band trips, leveraging organizational software to manage transportation, accommodations, and itineraries efficiently.
- Budget Management: Oversaw program finances, ensuring accurate allocation of resources for equipment, events, and operational needs through meticulous spreadsheet tracking.
- Web Development & Maintenance: Designed and managed the band program's website, integrating event calendars, multimedia content, and communication tools to enhance user experience and engagement.
- Digital Marketing & Design: Created and distributed promotional materials, including flyers and digital assets, driving increased attendance at events through effective branding and outreach campaigns.

### Projects

#### **Baked with Gratitude**

<https://bakedwithgratitude.com>

- Built a custom website for "Baked with Gratitude" using HTML, CSS, and JavaScript, featuring responsive design, intuitive navigation, and product galleries to showcase the brand's story and offerings
- Delivered a tailored front-end solution that emphasized the brand's identity, enhanced user engagement with interactive elements, and supported business goals through effective design

#### **Hello, word!**

<https://hello-word-dictionary.netlify.app/>

- Developed an interactive dictionary app using HTML, CSS, and JavaScript, providing users with real-time word definitions, parts of speech, and audio pronunciations via a third-party API.
- Designed a fully responsive user interface, ensuring smooth performance on both desktop and mobile devices, with custom error handling that delivers witty puns when a word is not found.
- Enhanced skills in API integration, DOM manipulation, and user-centered design, focusing on creating an enjoyable, functional experience for users.

#### **The Trainer**

<https://the-trainer-react.netlify.app/>

- Developed The Trainer, a web application enabling personal trainers to create and share custom workouts with clients, complete with instructional media, exercise descriptions, and progress tracking capabilities
- Transitioned the project from basic HTML, CSS, and Bootstrap to React, enhancing functionality and user experience; planned future expansion to React Native for mobile compatibility and broader accessibility

#### **OKB Hope Foundation**

<https://github.com/pgartrell/okb>

- Collaborated with a team of three developers to design and build the OKB Hope Foundation website, providing resources for healthcare access, donation opportunities, and volunteer engagement for communities in Ghana
- Contributed to daily development of features and components, ensuring the site met user needs while effectively reflecting the foundation's mission and vision

## Portfolio

<https://raulwebstudio.com>

- Designed and developed a responsive, mobile-first portfolio showcasing work, education, and skills with a focus on accessibility and seamless user experience. Integrated custom “WOW” factors and intuitive navigation to enhance engagement
- Created unique layouts using HTML and custom CSS, moving beyond prebuilt frameworks like Bootstrap to implement fully customized buttons, navigation menus, and dynamic effects
- Overcame challenges by developing personalized designs that reflect individual style and capabilities, showcasing a commitment to evolving technical skills and user-focused development

## Branding Statement

*“I transform complex challenges into opportunities, delivering impactful results and fostering meaningful connections. I empower businesses and individuals by creating innovative solutions that blend technology, creativity, and strategic growth. Backed by a solid foundation in leadership, education, and technical expertise, I am driven to make a lasting impact.”*