# Roger Sanchez

## Full-Stack Web Developer / Conversion Optimization Specialist

619-797-0291 | hello@dollarroger.com | dollarroger.com

Results-driven eCommerce professional with 14 years of experience building, optimizing, and scaling high-performing digital experiences. Specialized in full-stack web development, CRO, and digital marketing.

## CAREER HIGHLIGHTS

**$250M+**
Revenue generated

**35k**
Daily visitors at scale

**1500+**
Daily sales at scale

**<3s**
Webpage load time

## PROFESSIONAL EXPERIENCE

### Director of Technology

Smashtech | May 2021 - Apr 2026

Collaborated with a team of 3 developers to lead front-end/back-end platform enhancements across the company's eCommerce ecosystem (skinnyfit.com). Managed AWS infrastructure to ensure performance, scalability, and uptime reliability. Oversaw product/offer implementation enabling rapid campaign deployment and optimized customer experiences. Partnered closely with executive leadership to align technical architecture with long-term scalability and revenue growth objectives.

### Web Development Team Lead

Smashtech | May 2020 - Apr 2021

### Front-end Web Developer / Sr. Front-end Web Developer

Smashtech | Dec 2016 - Apr 2020

### Front-end Web Developer

Scentco, Inc | Nov 2012 - Nov 2016

## CORE COMPETENCIES

eCommerce · Web Development · Conversion Optimization · Performance Marketing · Technical Leadership

## TECH STACK

Wordpress/Woocommerce · Shopify · HTML/CSS · Javascript · Angular · Node · Mongo · AWS · CRM Management

## REFERENCES

Anwar Imani
Smashtech: Founder/Owner
Phone: 646-505-8620
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Hector Rodriguez
Smashtech: Lead Full Stack Developer
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