NICHOLAS RYAN WEBER

Full Stack Developer

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SUMMARY

Tampa-based full stack developer with a soft spot for building small apps to help businesses operate just a little bit easier. With a background in marketing, automation, analytics, account management, and film production, I've developed a knack for taking complex subjects and communicating them in plain English. I thoroughly enjoy meeting new people and I'm constantly learning something new.

SKILLS

C# / .NET Core	Automation	Public Speaking
React / React-Hooks	Analytics	Sign Language
APIs	Marketing	Zapier / IFTTT
SQL	Account Management	Riding Motorcycles
Twilio	Google App Scripts	Sign Spinning
GitHub	Film Production	
HTML/CSS/JavaScript	Adobe Creative Suite	

EDUCATION

2019
Suncoast Developers Guild,
St. Pete, FL
Three-month, immersive, full stack web development program.

PROFESSIONAL EXPERIENCE

2014– 2019

Digital Marketing Specialist, Marketing in Color, Tampa, FL
Setup and managed Digital Marketing, Marketing Automation, Analytics, and Email Campaigns for world-wide clients. Implemented numerous process improvements and new services that the company didn't previously offer.
- Automated and standardized analytics reporting. Previously analytics reports weren't standardized so a significant amount of time was spent determining what would need to be collected and shown and how often it needed to be shown. I audited past reports and interviewed our clients and Accounts Team to standardize the analytics reports, then custom built a solution using various APIs, Google App Scripts and Google Data Studio that provided up-to-yesterday analytics for everyone.
- Architected and managed digital campaigns that performed up-to 60% better than previous campaigns.
- Custom built a tool utilizing the Harvest Time-Tracking API that built a custom report for upper management.
- Liassoned and coordinated between internal development and accounts team, Client IT Departments, and 3rd party vendors to migrate from a legacy system to Salesforce as part of a larger customer experience overhaul. Was also specifically responsible for integrating Salesforce with a 3rd party Email Automation system.

2014 – Present

Wedding Videographer, Voila Cinematic, Tampa, FL
Key Videographer that is responsible for any day-of coordination with Wedding Planners and other wedding vendors and being the face of the company with the couple being married. Responsible for managing the second video shooter and making sure we have creative shots in addition to the shots on our shot list.

2012– 2014

Manufacturing/Marketing, B&M Lighting, Burbank, CA
Built and marketed high-end LED lighting systems for the film and entertainment industry.

2006– 2014

Owner, RabbleHouse Productions, Burbank, CA
Produced, filmed, and edited commercials, music videos, corporate videos, and feature films.

PROJECTS

Google Analytics Filter Tool, *Suncoast Developers Guild*

Managing Google Analytics Filters can be a time consuming tasks when dealing with multiple accounts and properties. I designed and developed a tool to help streamline Google Analytics Filter Management to save companies time and money whenever Filters need to be updated.

Tools

C#, .NET Core, React/React Hooks, Google Analytics Management API, SQL, HTML, CSS, MaterializeCSS

War in a Single Array, *Suncoast Developers Guild*

Was challenged by my instructor to re-create the card game "War", but instead of using multiple arrays to handle the player/computer hands and the cards currently being battled, I could only use a single array. This was accomplished this with some fancy math that determines the cards that are being battled, offsets for ties, and utilizing splice, unshift, and push.

Tools

React/React Hooks, HTML, CSS, MaterializeCSS

Analytics Report Automation, *Marketing in Color*

Automated and standardized analytics reporting. Previously analytics reports weren't standardized so a significant amount of time was spent determining what would need to be collected and shown and how often it needed to be shown. I audited past reports and interviewed our clients and Accounts Team to standardize the analytics reports, then custom built a solution using various APIs, Google App Scripts and Google Data Studio that provided up-to-yesterday analytics for everyone.

Tools

Google App Scripts, Google Data Studio, Zapier, SuperMetrics

SMS Schedule Reminder, *Zydeco Brew Werks*

Introduced a solution to help keep staff aware of the current schedule of events at Zydeco Brew Werks. Previously, whenever a new event was scheduled, everyone was updated via email about the new event. This made it so each staff member was responsible for maintaining their own calendar of events. My solution used a shared Google Calendar that the staff could subscribe to, and utilizing Google Sheets, Google App Scripts, and Twilio, the staff now get a weekly text-message with the upcoming schedule for the week. While small, this automation has helped keep everyone on the same page and prepared for the week.

Tools

Google App Scripts, Google Calendar, Twilio