

# Andrew Powell-Morse

## Full-Stack Developer

San Francisco, California  
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### Skills & Competencies

#### Web Development

- HTML, CSS
- JavaScript
- MySQL
- PHP

#### Frameworks & Tools

- Twitter Bootstrap
- jQuery
- Laravel
- Git

#### Marketing

- SEO and SEM
- Email Marketing
- Marketing Strategy
- Copywriting

#### Biz Ops

- Model Development
- Project Management
- Pitching

### Web Development Project Highlights

**Specifix (Stack Overflow clone)** – Team of three. Built using Laravel 4.2, jQuery and Bootstrap.

Personally responsible for:

- Single-page upvote/downvote system. Used AJAX and jQuery to prevent double-votes.
- Built 'new answer' and 'subscribed-question' notification system using Laravel.

**RadLister (Craigslist clone)** – Team of three. Built using PHP, jQuery and Bootstrap.

Personally responsible for:

- Signup, login and logout
- User profile view. Edit user profile.
- Creating, editing, and deleting ads.
- Layout, design and styling.

### Previous Work Experience

**SeatSmart.com – Director of Marketing, Project Manager & Co-Founder**

**2015 –2016**

SeatSmart is an online event ticket marketplace for sports, concert and theater tickets.

- Led projects from brainstorming to deployment with a designer and two developers. Shipped two site overhauls, and five+ marketing tools, including a referral program and an email-marketing tool.
- Produced viral blog posts managing an overseas content creation team. Pieces like “Lyric Intelligence in Popular Music,” were cited hundreds of times, and viewed hundreds of thousands of times.
- Created pitch that raised \$750K seed, including \$500K by Pat Mathews and Lew Moorman of Rackspace.

**BestTickets.com – Digital Marketing, Analytics & Editorial Content**

**2012 –2015**

Best Tickets is a small, local ticket broker in San Antonio, TX.

- Grew annual web sales from \$50K to \$1MM+ in 2014 using blogging, SEO, PPC and email marketing.
- Wrote blog, earning hundreds of spots in pubs like Bloomberg, Wall Street Journal and New York Times.
- Increased 15-year-old email-marketing list from 18,000 to more than 40,000.

**Social Commerce Inc. + Qliq – Marketing, Co-Founder, Principal**

**2010 – 2012**

Qliq was a location-based application for creating loyalty at brick-and-mortar businesses.

- Wrote core business docs (business plan, operating procedures, manuals), and consumer-facing copy.
- Functioned as an unofficial assistant to every department, increasing company-wide productivity.
- Organized events and email campaigns to garner support and subscribers.
- Oversaw production of video advertisements, promotional literature and website.

### Education

**Codeup – LAMP+J Course (480 in-class hours)**

**2016**

- HTML, CSS, JavaScript, MySQL, PHP. **Frameworks:** Bootstrap, jQuery, Laravel

**University of North Texas – Completed Coursework Towards BA in Marketing**

**2008-2010**

- Two-time recipient of President’s List honors (4.0 GPA)
- Left school to start Social Commerce and Qliq.