

Philip Riley

Developer/Documentation Writer at Apple

Summary

I'm journalist-turned-programmer completely thrilled about web development. I pride myself in my work ethic, enthusiasm, and most importantly my ability to learn quickly.

- I'm a self-starter and learn very quickly. As a Dev Bootcamp graduate I was taught Ruby on Rails, but I also joined a group that learned the MEAN Stack (Mongo, Express, Angular, and Node) in a week. We focused heavily on Angular.JS user experience and a streamlined REST API.
- In my former career as a writer I developed a sense for how data can tell a compelling story, which is a skill I believe every good developer should have. As a journalist I underwent an extensive analysis of tax data to contextualize a water bond vote. I learned to always put the user's perspective first and imagine what data they want to see.
- I have experience in fast-paced, close-knit environments where constant communication is key. At San Francisco State, I led a PR campaign to promote a nationwide scientific data collection project. On tight daily deadlines, I defined goals, delegated tasks, and continually updated our team.

Visit my website to learn more about my projects, goals, and background: philril.github.io

Experience

Developer/Documentation Writer at Apple

July 2015 - Present

Software Engineer at Limelight Health

May 2015 - July 2015 (2 months)

- Full stack software engineer in MongoDB, Express.js, Angular.js, and Node.js.
- Built health care quoting and comparison app.
- Developed expertise in Angular.js and Angular Material Design.

Full-Stack Web Developer Apprentice at Dev Bootcamp

September 2014 - February 2015 (5 months)

- Graduate of 1000+ hour, 19 week intensive coding apprenticeship.
- Built full stack applications using Ruby on Rails and MEAN stack.
- Much of program spent pair programming and working in team settings.
- Taught incoming and current colleagues and learned 'Engineering Empathy' team building skills.

- Developed passion for building quick, responsive single page apps and using data visualization.

Contract Writer

October 2012 - September 2014 (1 year 11 months)

- Cycle Monkey: Developed and directed all marketing efforts for start-up bicycle brand and component distributor. Wrote web and product copy, press releases, social media, and blogs.
- Mountain Flyer Magazine: Published stories in leading international mountain bike magazine, circulation 20,000. Contributed company profiles, business and culture news, and creative pieces.
- Bicycle Retailer and Industry News: Published industry news in preeminent bicycle trade journal, circulation 11,000. Contributed front page news story on San Francisco's new bike share program.
- Radsport USA: Promoted media coverage of premium German bicycle brands through U.S. agency by pitching stories, leveraging media relationships, and writing press releases and web copy.
- Inside Line Equipment: Generated grassroots interest in cycling bag company and increased sales by coordinating reviews in leading blogs and publications.

Publicist/Staff Writer at San Francisco State University

December 2011 - January 2013 (1 year 1 month)

- Earned positive media coverage in 50 top outlets by managing nationwide publicity campaign for the "Great Bee Count" crowd-sourced science project.
- Wrote press releases, news posts, and media kits under daily deadlines to promote campus news and research to media and the public. Wrote daily media coverage report and maintained database of media contacts.

Staff Reporter/Web Manager at The Petaluma Argus-Courier

December 2009 - July 2011 (1 year 7 months)

- City Hall reporter for New York Times-owned newspaper; broke exclusive investigation on mayoral abuse.
- Increased website traffic by 10,000 average daily visitors in 2010 by planning and executing social media and multimedia campaigns.
- Updated site daily and managed page layout using Drupal.

Capitol Bureau Intern at The Riverside Press-Enterprise

June 2009 - August 2009 (2 months)

- Reported on California state politics and budget issues in the print and online editions of the largest daily newspaper of California's Inland Empire, circulation 150,000.

Newsroom Intern

January 2009 - June 2009 (5 months)

- Published breaking news, features, and profile articles in the print and online editions of the daily newspaper of the City of Davis, circulation 10,000.

Technology Writer at UC Davis Information and Educational Technology

June 2007 - June 2009 (2 years)

- Wrote advertisements, brochures, video scripts, and news to promote UC Davis tech services.
- Awarded Special Interest Group on University and College Computing Services' first place marketing award in 2008 for writing bus advertisements and web video script.
- Organized and publicized campus-wide conferences and events.

Education

Dev Bootcamp

Computer Engineering, 2014 - 2015

University of California, Davis

Bachelor's Degree, Communications, Sociology, 2005 - 2009

University of California, Berkeley Extension

Copywriting, 2014 - 2014

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[Contact Philip on LinkedIn](#)