

## PERSONAL DETAILS

**NAME** Charmel Sippio

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**WEB** linkedin.com/in/charmelsippio

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**PORTFOLIO** <https://charmelsippio.github.io/CharmelPortfolio/>

## TECHNICAL SKILLS

### PROGRAMMING

- JavaScript
- Howler.JS
- jQuery
- HTML / CSS3
- Ruby on Rails
- Ruby
- SQLite
- Sinatra
- Git
- Search Engine Optimization
- Adobe Creative Suite
- Spanish (Intermediate)

## EDUCATION

### NEW YORK CODE & DESIGN ACADEMY

- Certificate of Completion, Junior Web Developer

### TEMPLE UNIVERSITY

- MBA, International Business
- MS, Marketing Communications

### PEIRCE COLLEGE

- BS, Business Administration

## WEB DEVELOPMENT PROJECTS

### EMOJI SYMPHONY

Emoji Symphony is a creative music app designed to capture the hearts and minds of the Twitter and BuzzFeed generation. Records user's key inputs and transforms them into a song. Built completely using JavaScript.

### OLD SCHOOL JUKEBOX

A jukebox that invokes nostalgia with an 80's style boombox and a built in 90's mixtape. Built using object-oriented JavaScript.

### LADIES HQ

A concept design women-centric employment site that focuses on the holistic approach to career development and skill building. Cohesive design and theme, built using Ruby and Sinatra.

## EXPERIENCE

### COMPASS

#### Co-Project Leader | September 2015 – May 2016

Worked with client leadership to outline overall project scope, work plan and deadlines to establish accountability and project milestones to improve the client's board effectiveness, board recruiting and program offerings for the elderly and their caretakers. Organized and led a team of eight volunteers through a three phased project plan based on each team member's specialty, capacity and development interests. Led weekly client and team strategy calls to communicate project progress, account for scope changes and ensure continuity.

### MERCER

#### Communications Consultant | September 2014 – October 2015

Oversaw client migration of hard-copy employee enrollment documentation onto a customized online employee benefits HRIS portal. Developed customized client employee benefit communication strategies, work plans and materials for targeted employee groups with Principal Consultants. Interfaced with clients and internal consulting teams to develop collateral i.e. brochures, annual enrollment plans, etc.

### CIGNA GLOBAL HEALTH BENEFITS

#### Marketing Consultant | June 2013 – August 2014

Led multiple scoping, planning and change management meetings with a cross-functional web development and marketing team for multi-phased enhancements of CignaGlobalHealthBenefits.com to increase lead generation and inform external clients, customers, and brokers of Cigna offerings. Managed phase one of the project life cycle and timeline for the enhancement of CignaGlobalHealthBenefits.com with assistance from the global digital team and the Digital Center of Excellence. Partnered with the legal and compliance teams to develop multi-tiered communications plans to inform internal stakeholders, brokers and clients of PPACA regulation changes.

#### Senior Marketing Communications Associate | April 2013 – June 2013

Scoped, procured resources and defined a rolling timeline to develop and maintain an internal employee communications strategy for the Global Director of Operations to facilitate better communication and sharing of best practices across three continents. Led and managed an international newsletter team to create relevant regional and global content on a continuous basis. PPACA Marketing Communications internal liaison responsible for informing sales and client management of any changes that may have affected our brokers, clients, and/or customers as a result of healthcare reform legislation.