

# Chris Campbell

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## SOFTWARE ENGINEER

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I'm a fullstack developer with experience creating beautiful and useful applications with React, JavaScript, and TypeScript. I'm as comfortable developing functional, reusable React components as I am styling them with CSS to match Figma designs. I can create RESTful APIs for SQL and NoSQL databases and incorporate open APIs into backend applications. I have experience managing revenue generating teams of up to 50; 9 years experience working in the e-commerce space for venture-backed companies ranging from seed stage to pre-IPO; and 3 years entrepreneurial experience as an award winning realtor in the Denver, CO market. I'm looking to leverage my technical, interpersonal, and leadership skills to bring value to your team.

## TECHNICAL & INTERPERSONAL SKILLS

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**Languages:** JavaScript, TypeScript, HTML, CSS, EJS

**Libraries and Frameworks:** React.js, Express.js, Node.js

**Databases and other:** MongoDB, RESTful Routing, JSON, APIs, Mongoose, Git, GitHub, Google Oauth, JWT, PostgreSQL, Sequelize, Salesforce.com, Looker, Canva, CRM Systems

**Skills:** Leadership, Team Building, Change Management, Hiring, Strategic Planning, OKRs, Data Analysis, Collaboration, Problem Solving, Software Development, Frontend Development, Backend Development, Writing

**Foreign Languages:** Fluent in Spanish, conversational in Italian

## TECHNICAL PROJECTS

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**Après - [GitHub](#) | [App](#) | [Video](#) - React.js | TypeScript | CSS | PostgreSQL | Node.js | Express.js | RESTful API**

*I used React.js and TypeScript to create a marketplace where users can buy and sell used ski and snowboarding gear. The marketplace connects to an API built with Express.js and PostgreSQL for full CRUD functionality for listings.*

- Designed an e-commerce shopping experience with reusable React.js components that provides a consistent and beautiful shopping experience with a fully realized brand including logo, font selection, color palette, and icons.
- Connected to an Express.js, PostgreSQL, and Node.js backend. Tested all routes with Postman during development.
- Created a fully responsive design that adapts to all screen sizes for ease of use regardless of the user's device.

**FreshStart - [GitHub](#) | [App](#) | [Video](#) - React.js | JavaScript | CSS | MongoDB | Node.js | Express.js | RESTful API**

*In one week, my team coordinated across 3 time zones to create a mobile-first social media platform connecting wellness creators with people starting a wellness journey and an API with full CRUD for multiple data resources.*

- Built reusable React.js components for consistent design throughout the app and a mobile first flexbox design.
- Implemented JSON Web Token authorization and authentication to protect users' data on the app from being edited.
- Connected to Cloudinary's API to allow users to take photos with their mobile devices and upload them to the app.
- Ensured our team was on track to meet our deliverables with minimal merge conflicts as our team's Scrum Manager.

**Plantivity - [GitHub](#) | [App](#) | [Video](#) - React.js | JavaScript | CSS | MongoDB | Node.js | Express.js | RESTful API**

*General Assembly Spring 2023 Hackathon project developed over 4 days with a cross-functional team addressing the theme of gamifying life. Pitched out project to a panel of 4 industry experts.*

- Led frontend development on a cross-functional team of developers and UX designers. Managed approval of pull requests on our frontend repo with no major merge issues.
- Translated figma designs into a deployed web app. Met consistently with designers and led team meetings to obtain feedback on the development process.
- Pair programmed with teammates who were less familiar with ES6 and functional React components

**Butter - [GitHub](#) | [App](#) | [Video](#) - JavaScript | HTML | CSS | EJS | MongoDB | Node.js | Express.js | RESTful API**

*Butter is a node.js cookbook application that lets you search, save, import, and copy recipes that you can edit and leave notes on over time. No more guessing on if you used 2 or 3 tablespoons of turmeric in that curry you love!*

- Connected to Edamam's recipe search API, used API response to render recipes and link to original recipe source.
- Built a web scraper to allow users to easily import recipe data including images by just entering the url of the recipe.
- Deployed full CRUD functionality for multiple data resources stored in MongoDB with Express.js backend.
- Implemented authentication and authorization via Google OAuth preventing users from altering data they don't own.

## EXPERIENCE

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### **Dream Home Denver, LLC, Owner**

*Denver, CO, 06/2020 - 11/2022*

- Built two websites with WordPress to market my real estate business and generate leads for target neighborhoods
- Provided innovative solutions leading to over \$10MM in closed sales volume to date across 25 transactions
- Broke records for price per square foot on listings at 550 E 12th Ave and 100 Park Ave West
- Designed a cohesive brand identity used across all marketing channels including print, social media, and events
- Awarded the International Sterling Society award by Coldwell Banker Realty for production in 2022
- Recognized as part of the “Best of Zillow” in the Denver Market

### **1stdibs (Nasdaq: DIBS), Sr. Director of Sales**

*Denver, CO, 07/2019 - 04/2020*

- Opened a satellite office in Denver in two months that saved 1stdibs 20% per full time employee total cost
- Hired both individual contributors and managers to build a team of 30 across NYC, Denver, and London offices
- Represented the voice of the customer to achieve go to market fit for 1stdibs Trade offering
- Consistently had some of the highest employee engagement scores both for overall job satisfaction and satisfaction with management in the entire company

### **Director of Sales**

*New York, NY, 05/2017 - 07/2019*

- Grew 1stdibs Trade annual gross merchandise value from \$50MM to \$100MM between 2017 and 2019 by increasing total number of active clients and average spend per client
- Worked cross functionally with marketing, product, and other customer facing teams to launch industry leading trade rewards program
- Introduced consultative sales and wrote documentation for sales process along with training and onboarding
- Created a brand new sales function complete with comp plans and sales process to address a declining number of new customers across our trade and consumer businesses
- Doubled the response rate of emails through sales automation and A/B testing of email strategy
- Partnered with the People Team to create a predictable hiring process and best practices resulting in fast, quality hiring that was adapted to other departments across the company
- Developed 5 reps into highly effective managers across sales, customer experience and sales operations
- Decreased time spent on non-sales activities by 47%

### **Homepolish, Director of Commercial Sales**

*New York, NY, 06/2016 - 03/2017*

- Implemented Salesforce.com from scratch including vetting implementation partners, creating custom objects, workflows, and dashboards to increase overall visibility into our business and empower revenue generating employees across business units
- Doubled the average gross profit per commercial customer
- Built sales team and process from the ground up with a 65% close rate on identified opportunities
- Developed the company’s first ever system for compensation plans and commission structures for Sales Development Rep and Account Executive roles
- Led forecasting and goal setting for 2017 across all business units by analyzing historical sales data for the company to uncover insights

### **Poppin - Acquired by Kimball Intl (Nasdaq: KBAL) , Director of Sales**

*New York, NY, 05/2015 - 06/2016*

- Led the overall strategy of Poppin’s B2B sales org to increase rep efficiency and grow year over year sales by 215%
- Grew sales org to 50 reps across Account Executive, Sales Development Rep, Manager, and specialized Trade Reps
- Built a customer-first sales culture during a period of rapid growth resulting in Poppin consistently having a net promoter score in the 80s

### **Sales Manager**

*New York, NY, 12/2013 - 05/2015*

### **Account Executive**

*New York, NY, 06/2011 - 12/2013*

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## EDUCATION

### **General Assembly, Certificate**

*Remote, 2023*

Full-stack software engineering 420+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies

**University of Miami**, Bachelor of Science in Communication - Cum Laude  
Majors: Media Management and Spanish Minor: Business Administration

*Coral Gables, FL 2009*