

# Drew J. Senour

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## EXECUTIVE SUMMARY

- Highly motivated and dedicated professional with a proven track record of a strong work ethic, consistently going above and beyond to achieve exceptional results.
- Possesses the ability to adapt quickly to dynamic and challenging work environments, effectively navigating through complex situations with ease.
- Committed to continuous learning and growth, leveraging new skills and knowledge to drive innovative solutions. Known for maintaining a positive attitude and collaborative approach, fostering productive relationships with colleagues and stakeholders.
- Seeking an opportunity to contribute expertise, drive organizational success, and make a meaningful impact.

## EDUCATION

### **University of Penn Coding Bootcamp**

Focus: MERN full-stack developer

Philadelphia, PA

Graduated: June, 2023

### **Drexel University**

Bachelor of Science

Major: Management Information Systems

Honors: Deans List, Fall 2016, Fall & Spring 2017, Fall 2020

Philadelphia, PA

Graduated: March 2021

GPA: 3.5

## SKILLS

- |  |  |  |
|--|--|--|
| • MongoDB                              | • CSS  | • C#                                     |
| • SQL                                  | • Application Programming Interfaces (API's) | • Qualtrics                              |
| • REACT                                | • Server Administration Fundamentals         | • Word                                   |
| • Express.js                           | • Product Development Fundamentals           | • PowerPoint                             |
| • Progressive Web Applications (PWA's) | • CyberSecurity Fundamentals                 | • Excel                                  |
| • JavaScript                           |  | • Agile Methodology & Project Management |
| • GIT                                  |  |  |
| • HTML                                 |  |  |

## PROFESSIONAL EXPERIENCE

### **Vertex Inc, King of Prussia, PA**

May 2021 to March 2023

*Corporate Innovation: Innovation Associate*

- Coordinating activities for Vertex's growth strategies via market assessment frameworks and research, opportunity sizing, data analysis, and presentations
- Mapping qualitative and quantitative findings into actionable insights for understanding market opportunity challenges via primary research and secondary data sources.
- Devising hypotheses and questions to lead hands on market testing and solution-market fit to support development of minimum viable products.
- Synthesizing market findings into actionable storyboards and slides for recommendations and strategies for key stakeholders.
- Experience working in fast paced environments leading agile sprints.

### **Vertex Inc, King of Prussia, PA**

April 2020 to September 2020

*Corporate Innovation: Innovation Fellow Co-op, Full-time*

- Chartered two products from early concept to development by researching product viability and market trends.
- Prepared bi-weekly updates of ongoing projects and project briefs of beginning stage concepts, communicating market conditions and idea feasibility with recommendations whether to pursue development.
- Examined 15 years of company financial travel data and analyzed it in Excel to identify a \$100,000 per year cost saving opportunity.

- Spearheaded market research of disruptive solutions by leading client facing interactions and gathering feedback to assess product viability.

### **First Quality Enterprises, King of Prussia, PA**

April 2019 to September 2019

#### *Digital Marketing Application Analyst Co-op, Full-time*

- Facilitated data extension management and query building within Salesforce Pardot, ensuring compliance with CAN-SPAM Act of 2003 and HIPPA regulations.
- Provided liaison activities between marketing and digital team for integration purposes of newly acquired Salesforce features, improving tracking of data metrics and conversion rate by 10%.
- Streamlined migration of websites to tier 2 within Sitecore through reorganization of internal systems and documents, increasing migration completion percentage by 20%.

### **BrandPoint Services, Audubon, PA**

April 2018 to September 2018

#### *Project Coordinator, Co-op, Full-time*

- Coordinated support services between maintenance team and vendors, helping to streamline over 60 projects.
- Assessed over 120+ vendors for quality assurance and expertise, ensuring BrandPoint's insurance compliance standards were met.
- Corresponded and handled all concerns or issues regarding vendors and clientele, increasing customer satisfaction by 20%.

### **Awards and Activities**

#### ***Rowing:***

- Division 1 Scholarship Athlete, 2016-2021
  - Dad Vail Regatta Gold Medal winner, 2016-2017
- Lasalle College High School:
  - First Team All-Catholic Champion 2014, 2015, and 2016

#### ***Drexel University:***

- Teaching Assistant: University 101 (2017)
- Vertex Innovation Fellows Competition: 1<sup>st</sup> place (2020)