Drew J. Senour

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EDUCATION

University of Penn Coding Bootcamp   Philadelphia, PA
Focus: MERN full-stack developer   Graduated: June,2023

Drexel University   Philadelphia, PA
Bachelor of Science
Major: Management Information Systems   Graduated: March 2021
Honors: Deans List, Fall 2016, Fall & Spring 2017, Fall 2020   GPA: 3.5

SKILLS

- MongoDB
- SQL
- REACT
- Express.js
- Progressive Web Applications (PWA's)
- JavaScript
- GIT
- HTML

- CSS
- Application Programming Interfaces (API's)
- Server Administration Fundamentals
- Product Development Fundamentals
- CyberSecurity Fundamentals

- C#
- Qualtrics
- Word
- PowerPoint
- Excel
- Agile Methodology & Project Management

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: 1st place (2020)