

Devin Davis

Software Engineer

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Brand Statement

I am a Marketer-turned-Software Engineer. I combine my technical and analytical skills to spot emerging trends, drive teams toward unified goals, and embrace change with a growth mindset. I am eager to utilize all of these skills in my work in tech, harnessing my unique perspective to build exciting new projects.

Skills

Experienced with programming languages such as HTML, CSS, Javascript, jQuery, React, Angular, Express. Node, Ruby on Rails, MVC and NoSQL. Well versed in tools such as Git/Github, Google Docs, Trello, Slack, and Neilson IRI as well.

Experience

General Assembly | Stamford, CT

March 2019 – June 2019

Software Engineering Immersive – Engineering Fellow

- Learned languages such as HTML, CSS, Javascript, jQuery, React and Ruby on Rails
- Built applications leveraging front-end, back-end, full stack, web-based API's and data visualization

Tonus Audio | New York, NY

August 2016 – Present

Founder – Technical Program Manager, Consumer Hardware

- Analyzed audio category trends and insights leading to the creation of an innovative consumer electronics brand
- Managed the product Build Matrix, Bill of Materials (BOM), material procurement, and product configurations
- Drove software implementation for audio (DSP and Bluetooth) and AI (Amazon Alexa) features across multiple teams
- Led cross-functional teams (marketing, product, design, and software engineering) to execute business goals
- Explore and test innovative ways to engage users through content (playlists and podcasts) and formats

PepsiCo | White Plains, NY

May 2015 – July 2017

Marketing Analyst – Rapid Innovation

- Led marketing innovation initiative developing emerging beverage concepts with a focus on entrepreneurship, commercialization and product scalability
- Commercialized Botonics and Fresh n' Crisp (emerging incubation brands) launching in-market tests for retail and e-commerce (Amazon and Boxed.com)
- Managed packaging development of product renders, brand messaging, and product benefits
- Organized field sales demos for emerging brands/SoBe (\$90M) working with sales and marketing teams
- Managed pre-market through post-market sales analysis based on Nielsen and IRI data and provided strategic recommendations per sales trends

PepsiCo | Stratford, CT

August 2013 – May 2015

Small Format Sales District Leader

- Coached, developed and managed performance of 12 sales reps, promoting five to new roles
- Increased volume and revenue performance by 30% in a highly visible territory
- Drove superior marketplace execution of regional and national marketing initiatives

Education

General Assembly | Stamford, CT

June 2019

Certificate of Completion, Software Engineering

Harvard Business School / HBX CORE | Cambridge, MA

December 2015

Certificate of Completion, Business

Southern Connecticut State University | New Haven, CT

May 2007

Bachelor of Science, Communication

Community Activities and Leadership

All Star Code | New York, NY

August 2018

Event Director (Intro to voice, Amazon Alexa)

Kids Helping Kids, Bridgeport Rescue Mission, and Connecticut Food Bank

October 2013 - October 2015

Volunteer

Southern Connecticut State University Football Team | New Haven, CT

September 2003-May 2006

Running Back