

# GILLIAN K. FITZGERALD

## Full-Stack Web Developer

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### Career Objective

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Creative full stack web developer with a background in business development and comic book industry is dedicated to building and optimizing the performance of user-centric, high-impact websites for small businesses. Leverage technical, analytical and problem-solving skills to create dynamic, high-speed websites, apps and platforms to provide competitive advantage and revenue growth.

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### Skills

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- **Programing Languages: HTML, CSS, and MYSQL**
- **Script Languages: Javascript**
- **Web Services: JSON**

Currently Enrolled in the Columbia Engineering Full-Stack Web Development Bootcamp

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### Previous Work Experience

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#### Start-up and Early Stage Business Financing and Consulting

**Fitzgerald Associates LLC, Saddle River, New Jersey**

May 2017 – Present

*Apprentice Market Research Analyst and Consultant*

- Evaluated multiple start-up and early stage companies for potential direct financing and investment, across four different industries: Including Marketing, Biotech, IT, Comic Book artist Publishing and Management, Agricultural Operations management.
- Provided detailed reports about my findings, including cost benefit analysis.

- Assisted in evaluated the management teams for these companies and consulted on implementing improvements for higher levels of productivity.

## **Comic Book Industry Sales and Artist Management**

### **J Scott Campbell Studios LTD., Denver USA**

October 2016- February 2020

#### *Sales and Convention Services Associate- Part-Time Contractor*

- Traveled to and worked at multiple Comic Book and Pop Culture Conventions, all over the country (total 9)
- Exceeded Comic Book exclusive sale goals for all conventions attended
  - Increased add-on sales by becoming a master of the inventory, suggesting different items that fit customer needs quickly and efficiently
  - A record of high level of J. Scott Campbell Exclusives Graded Comic Book Sales
- Assisted in coordinating convention sales and signing schedules for Four Colored Beast artists, the Campbell Studios artist cover exclusive publishing arm: These artists include Marvel and DC comic book industry veterans as well as some of the most popular up and comers. This list includes, Arthur Adams, Frank Cho, Joe Medureira and Tyler Kirkham.
- Implemented more efficient methods of convention onsite inventory tracking for the sales team, decreasing instances of theft and/or loss of inventory
- Proposed and implemented updates to the convention booth design, making the set up more travel efficient, while making the merchandise display more modern and stylish
- A well-known face of the J Scott Campbell Brand Convention Sales Services Considered excellent customer service provider for the brand, contributing to a high customer satisfaction rating for convention customer service, as reported by Square.
- Trained new associates on upselling, cross-selling, and customer service techniques for conventions
- Periodically have traveled to the Denver Headquarters Warehouse to assist with order fulfillment and convention Inventory fulfillment.

### **Brazen Branding, Ho Ho Kus, New Jersey**

September 2016-March 2017

#### *Administrative and Marketing and Branding Analyst Intern*

- Assisted the Brazen Branding team as the researcher for small and start-up business' in in the New Jersey beauty, fitness and Real estate market, to rebrand and restructure the. My duties included:
  - Carrying out market research, survey building, gathering information on competitor activity and preparing detailed reports on findings and conclusions
  - Copyrighting
  - Client services and follow up
- Assisted in rebranding and marketing strategies for a fitness company that resulted in 40% increase in revenue
- Implemented more efficient administrative processes

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## **EDUCATION**

**MIT Professional Digital Marketing Certificate**

**Columbia University, New York, NY**

*Bachelor of Arts in Political Science*

**Bergen Community College, Paramus NJ**

Associates Degree in English

September 2013- May 2017

December 2012-May 2013

## **Other SKILLS AND INTERESTS**

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*Computer Skills:* R, Microsoft Office, Proficient in Word Processing, Spreadsheets and presentation software. inventory procedures and POS transactions.

*Interests:* Horse Back Riding, Reading Classical Singing, Hiking, Sketching and Drawing, Volunteering, Travel, Comic Books, and Video Gaming