

IMANI FRITH

imani@imanifrith.com

(917)596-1600

www.imanifrith.com

SKILLS

- HTML, CSS, Bootstrap, JavaScript, jQuery, Node.js, express.js, react.js, JSON, Python,MySQL, vue.js
- Agile Scrum methodology
- Tableau & Salesforce
- Project Management & Product Ownership
- Data Analytics and Visualization
- Customer Experience and Relationship Management
- Unix
- UI & UX design
- Adobe Creative Suite & Figma
- AWS, Azure, Google Cloud
- Fluent in English and Spanish.
- APIs
- Databases (SQL & mongo dB)
- Oracle queries
- Cold fusion
- Visual studio
- Sales
- Digital Marketing and Sales
- Mailchimp, Flo desk, SendGrid
- Shopify, Wix, WordPress
- Dentrux

EXPERIENCE

Mid Senior Software Engineer, Cigna/ Accredo/Express Scripts

July 2021 -May 2023

- Developed a scalable patient tracker product from initial concept to full implementation, enhancing operational efficiency for a key department. I managed the entire project and owned the product as well as designed and built it
- Collaborated with multiple department leads and C-suite directors to tailor the product to their unique data needs, supporting cross-departmental adoption and customization.
- Created data visualization dashboards and automated processes in partnership with senior leadership, achieving a 40% reduction in missed opportunities and bolstering client retention.
- Managed the dissemination of sensitive data across departmental subdivisions, serving as the primary point of contact within a global organizational framework.
- Created and optimized user-centric application interfaces, focusing on responsiveness and the dynamic presentation of actionable data to enhance decision-making processes.
- Developed and refined internal dashboards utilizing SQL, Tableau and customized applications that I was fully responsible for developing and maintaining to align with departmental sales and retention objectives, ensuring effective tracking and reporting mechanisms.

Front-End Developer, Private Accounting & Acquisitions Firm

Jan 2018 - July 2021

- Automated workflow processes, enhancing efficiency and updating procedures through the integration of advanced applications.
- Identified and resolved user experience challenges, ensuring solutions met usability, responsiveness, and performance standards resulting in a significant growth of 47% in partnerships.
- Developed and implemented a streamlined workflow process to facilitate efficient content updates.
- Designed and programmed user interfaces, along with corresponding graphics, for multiple corporate websites, improving brand cohesion and modernizing online presence.
- Constructed and deployed HTML email marketing campaigns and templates, integrating with MailChimp's API to optimize outreach efforts.

Lead Developer & Brand Strategist, M3 Media Masters

Apr 2018 - June 2021

- Managed project logistics & coordinated the development and completion of client projects, ensuring timely execution and adherence to specifications.
- Created and executed design concepts, including wireframes and visual mockups, using tools such as Figma. Followed by the successful implementation of design concepts into finished products.
- Developed comprehensive branding packages, tools and marketing materials, employing Adobe Creative Suite and additional relevant software to effectively support client marketing strategies within budget constraints.
- Enhanced clients' online presence and sales through effective SEO strategies, targeted marketing and advertising campaigns, achieving measurable growth in customer engagement and overall 75% increase in sales.

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EXPERIENCE

District Sales Manager, Rent-A-Center

Aug 2012 - Jan 2017

- Collections management, including use of a skip trace system and training teams on proper legal procedures achieving a 95% success rate.
- Logistics management for 12 locations.
- Responsible for setting and meeting quarterly sales goals and managing sales teams including strategizing, developing and executed plans to increase sales by over 35% and profits locally and nationally.
- Individual account management.
- Strategic development of visual merchandising
- Inventory management and loss prevention management.
- Customer experience management, including monitoring kpis to develop and implement new processes for long standing problems in the overall national customer experience ensuring total customer satisfaction and retention rate of 45%.

Freelance Experience

2007-Present

- Digital Business Development Manager: The Source Magazine
- Web Design and Digital Marketing: Empower Dental
- Application Developer: Amazing Kids
- Web Designer
- Data Visualization Analyst
- Business Development Consultant
- Brand Development Consultant
- B2B Sales and CRM Consultant
- Product Development Consultant
- Creative Strategist
- Ecommerce Development

EDUCATION

Bachelors in Fine Arts

2011

New York School of Interior Design

Professional Certification Full Stack Web Development

2020

London App Brewery

Business analytics Professional Certification

2024

Data analytics Professional Certification

2024

UI/UX Professional Certification

2024

Project Management Professional Certification

In Progress

Lean Six Sigma Certification

In Progress

Tableau Certification

In Progress

SUMMARY

Seasoned professional with over 6 years of corporate experience in web design and development and more than 15 years of freelance development. Adept at leveraging data analytics to enhance overall business performance for diverse clients. Possess strong cross-departmental collaboration skills and proficiency in data visualization and process automation. As a creative person who dominates learning curves people seem to love working with me due to my kind demeanor, creative problem solving and efficient work style.

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To Whom It May Concern,

I am a self-taught software engineer with over 15 years of comprehensive experience spanning graphic design, web design, data visualization, application development, branding, and strategic digital marketing. My passion for problem-solving ignited in my early years while exploring computers, fostered a deep-rooted affinity for innovative solutions. I exhibit a strong aptitude for rapid learning and seamless adaptation to diverse environments, effectively identifying where my skills can be optimally leveraged.

In my most recent role, I assumed sole responsibility for data management, monitoring, and KPI reporting to senior directors and executive management teams. Notably, I conceptualized, engineered and implemented a pioneering data monitoring system reminiscent of a pizza tracker, specifically tailored for the most lucrative division within a global healthcare enterprise. This solution was subsequently adopted organization-wide, resulting in a 40% increase in customer retention and satisfaction, alongside a notable 63% reduction in missed opportunities.

My multifaceted background in fine arts and small business development significantly informs my capacity to craft unique solutions and implement innovative strategies. I am eager to contribute my distinct skill set to a role offering avenues for professional development, long-term growth and stability. I am enthusiastic about the prospect of discussing how my expertise and experiences can enhance your business during an interview.

Thank you for your consideration.

Sincerely,
Imani Frith