

# Jake Mertz

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## Professional Experience

### Philly Marketing Group,

*Event Marketing Communications Ambassador*

Dec 2019 – Mar 2020 | Philadelphia, United States

- Oversaw on-site event success, brand awareness, and revenue goal achievement
- Adjusted on-site event marketing and sales tactics according to targets and results
- Assisted in the implementation of marketing plans including product positioning, campaign strategies, and market strategy insights

### The iLove Team, *Photo Booth Attendant*

Jun 2017 – Mar 2018 | Philadelphia, United States

- Worked with a variety of clients to provide excellent photo booth experiences at public and private events
- Transported and maintained photo booth equipment

### Rambling Dodger, *Managerial Operations Assistant*

Apr 2016 – May 2017 | Philadelphia, United States

- Supported correspondence, event planning, booking, and touring operations for multiple artist platforms
- Developed and implemented digital media & marketing plans
- Edited contracts for accurate language
- Contributed to organization and efficiency of background operations

### Ardmore Music Hall, *Marketing & Operations Intern*

May 2015 – Nov 2015 | Ardmore, United States

- Facilitated preparation and promotion for AMH's first outdoor day-festival event
- Operated as administrative assistant, box office & external promo booth representative, merchandise salesman, and general event staff

## Education

**Drexel University**, *Bachelor of Science in the Music Industry, Minor in Business Administration*

### LearningFuze,

*Accelerated Web Development Program*

800+ hours programming in a real-world environment with mentorship from experienced senior developers

## Applications Developed

### Near-Earth Asteroid Viewer, *GitHub | Live*

A user-friendly and fun space education interface for viewing near-earth asteroid data, with a backdrop of NASA's Astronomy Photo of the Day

- Implemented **jQuery** ajax requests to access data from NASA
- Front-end designed with **CSS3**, **HTML5**, and **JavaScript**, with media queries for mobile-friendly responsiveness

### Wicked Sales, *GitHub | Live*

An E-Commerce app built with **React.js** and **Node.js** for a target audience of guitar players

- Designed custom landing page using **React's** framework and styled with **Bootstrap**
- Built a **PostgreSQL** database and created **Express** endpoints accessible via **fetch** requests
- Designed for a wide range of devices including a variety of view ports in portrait and landscape

### Fitness Buddy, *GitHub | Live*

An app constructed with **React.js** and **Node.js** for people looking to organize their workouts

- Worked with a team of programmers, using **MeisterTask** to accomplish goals
- Built a front-end form component using **React** and **fetch**, incorporating styling with **Bootstrap** and **CSS**
- Used **React** to create necessary components for app's primary calendar feature
- Completed initial app design using **Figma**

## Skills

JavaScript (ES5/ES6) • React.js • Node.js • HTML5 • CSS3 • Express • jQuery • PostgreSQL • Bootstrap 4 • Flexbox • Object Oriented Programming (OOP) • RESTful APIs (Ajax/Fetch)

## Tools

Git • GitHub • Agile Methodology • VS Code • Postman • Figma • AWS • Meistertask • npm • Slack • Chrome Dev Tools • React Dev Tools • Webpack • Apache • JSON • Babel