

Joshua C.D. Nelson

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CODING SKILLS

Proficient with building RESTful web applications using Ruby, Javascript, SQL, HTML, and CSS. Extensive experience using frameworks such as React, Rails, Sinatra, Express JS, and Backbone with a strong grasp of the core principles of HTTP, object-oriented design, and relational databases. Comfortable with Git workflows and working in dynamic team environments.

WEB DEVELOPMENT PROJECTS

Post-It (<https://goo.gl/Ke8gvT>) - A Reddit clone utilizing Rails

Book Viewer (<https://goo.gl/5hHNNy>) - A Book Viewer utilizing Sinatra

PROFESSIONAL EXPERIENCE

Manager, Marketing and Business Development Strategy Linn-Benton Community College 4/17 - 4/18
(Community College)

Lead marketing strategy development across five different programs within the department, uniting them under one brand and marketing plan. Designed and implemented operational processes to increase efficiency, reduce errors, and broaden internal communication lines, resulting in a decrease of term-to-term operational errors by 70%. Lead efforts in bringing and integrating new software solutions to the non-credit side of the college, including: CRM (Salesforce), registration system (Ideal-Logic), and email-marketing solutions (Constant Contact). New software solutions saved the department approximately \$20,000 in annual expenses. Interviewed, hired, trained, and evaluated performance of front-line staff. Coordinated and participated in relevant community and business-related events, cultivating relationships in the community that promote and grow the department brand.

Community Education Coordinator Linn-Benton Community College Albany, OR 10/16 - 4/17
(Community College)

Managed a suite of non-credit programs. Researched and identified areas for expansion in alignment with department objectives. Evaluated current marketing strategies and tactics, implementing improvements where suitable. Leveraged existing marketing automation systems and databases to streamline marketing workflow and increase effectiveness. Marketed programs utilizing email, digital media, social media, and traditional print media, coordinating with internal and external stakeholders where appropriate. Evaluated instructor quality and provided feedback and support where necessary. Oversaw, assigned, and prioritized work for Contract and Non-contract classified staff, ensuring that long and short term deadlines were met. Cultivated relationships with key stakeholders in the community, collaborating with these stakeholders on projects that promoted departmental goals. Evaluated and enacted changes to policies and processes that streamlined overall workflow efficiency within the department and reduced time to market for programs.

Marketing Communications Specialist AllMed Healthcare Management Portland, OR 7/13 - 9/16
(Independent Review Organization)

Managed all aspects of AllMed's marketing functions in support of sales, recruiting, and overall company objectives. Increased company and product visibility in the marketplace and increased lead generation efforts. Implemented and managed marketing automation tools. Managed associated components for marketing automation and conversion optimization including email promotions and lead nurturing campaigns. Planned and developed monthly webinars and white papers to drive site traffic and promote thought leadership within the industry. Managed web related activities including site reconstruction, search engine optimization, and web copywriting. Developed, implemented, and assessed social media content results in support of marketing activities.

EDUCATION

Launch School - Online Coursework

Full Stack Web Development Curriculum, 2016 - Present

Portland State University, Portland, OR
B.S. Marketing & Management Leadership