Farishta Haider

2028 Pawlet Dr. ✦ Crofton, MD 21114 ✦ farishta.haider@gmail.com ✦ (301) 509-2483 ✦ www.farishtahaider.com

Profile

A creative web developer on a journey down the code laden road. I'm passionate about taking on challenges, have a thirst for knowledge, and love finding solutions in and outside of the box. My outgoing personality, experience and vast skillsets assist my adaptability on this exciting journey.

Skills

- HTML/CSS
- JavaScript
- jQuery
- Ruby on Rails
- PostgresSQL

- MongoDB
- ExpressJS
- AngularJS
- NodeJS
- Adobe Illustrator

- Marketing
- Social Media
- UX/UI
- Github
- Heroku

Experience

ProTrakr, Washington, DC
Junior Web Developer Intern, July 2016 – Current
- Develop and optimize new user-facing features.
- Build re-usable code and libraries for future use.
- Ensure technical feasibility of UI/UX designs.
- Optimize applications for maximum speed and scalability.

General Assembly, Washington, DC
Web Development Immersive, February 2016 – May 2016
The Web Development Immersive (WDI) was a 12 week intensive program that laid down a great foundation in development. Below are projects from the course:

Trivia Night:	iCare:
My first WDI project, written in HTML/JavaScript. We were restricted from using jQuery. I chose this topic because I personally enjoy Trivia. http://lafrish.github.io/Trivia_Night/	My third WDI project, written in Ruby on Rails backend, Angular frontend. iCare is an application to share your volunteer story and find volunteer events. This was a group project and I worked on the event portion of the site. https://icare-volunteer-app.herokuapp.com/
Cheerie:	**My Portfolio:**
My second WDI project, written in Ruby on Rails. Cheerie is an application that is supposed to cheer you up when you need it. This is my favorite application, so far, because I use the same methods when I need a cheer up. http://cheerie.herokuapp.com/	My second favorite site was written in HTML/JavaScript and used jQuery. The site pops out at you, is clean and UI friendly. My favorite aspects are the changing scroll in the header and my gif in the about me section because they showed a little of my creative side. http://farishtahaider.com/

Montage Marketing Group, LLC, Bethesda, MD
Marketing Consultant, July 2015 – Current

- Setup and monitor analytic dashboards and supporting programs.
- Developed SEO strategies, implemented and monitored campaigns.
- Performed site analysis, keyword research, site mapping and assess link building opportunities.
- Managed and grow the company's social media platforms.
- Created graphics and designs for social media platforms and presentations.
- Maintained the company's website; adding features to increase online engagement.
- Design, program and produce interactive gaming element for Fannie Mae event.

GEICO, Chevy Chase, MD
Marketing Buyer – Events, July 2007– February 2015

- Managed national event programs with our experiential marketing company. Activated 293 national events in 2013, 364 national events in 2014 with a 36% planned increase in 2015.
- Developed and implemented strategic marketing plans for event marketing team.
- Planned, tracked and maintained $22+ million budget. Consistently improving budget spreadsheets to be a multi-functional tool.
- Led 20+ Regional Event Marketing Coordinators. Responsibilities included supporting teams with equipment, promotional products, event approval and event payment processing.
- Created and maintained lead analysis program to measure ROI of events. The key learning from analysis were used in planning and evaluation of marketing strategies and programs.
- Managed independent sponsorships such as Live Nation, Hershey Park, AZA, Merriweather Post Pavilion and more. Included negotiating contracts, creating marketing strategies, coordinating sponsorship with teams and facilitating support to ensure the success of the program.
- Managed promotional products for the event marketing teams. Ensuring GEICO has quality products as giveaways. Ordered over $2 million of products and maintaining online inventory.

Summit Marketing, Silver Spring, MD
Program Accounts Manager, March 2004 – May 2007

- Collaborated in a team of three to run Summit's largest account, GEICO.
- Managed 500+ items for GEICO's two E-commerce stores, located in three different warehouses.
- Managed 100+ Independent GEICO Field Representatives with customization program.
- Brainstormed and produced product ideas for E-Commerce stores, Sales Contests and Custom programs.
- Provided Customer Service for GEICO's two E-Commerce stores to all GEICO employees, Field Representatives and the general public.

Education

General Assembly, Washington, DC
Web Development Immersive, May 2016

University of Maryland, College Park
Bachelor of Arts in Communications, May 2004