

# Rachel Beneroff

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Los Angeles, CA | (201) 213-7894 | [rbbeneroff@gmail.com](mailto:rbbeneroff@gmail.com)  
[www.rachelbeneroff.dev](http://www.rachelbeneroff.dev) | [www.linkedin.com/in/rachelbeneroff](https://www.linkedin.com/in/rachelbeneroff)

## Experience

### Joylab

*Principal Engineer* November 2023 - Present | Remote

*Full Stack Developer* June 2021 - November 2023

- First engineering hire working directly with C-level leadership to conceptualize, design, and implement the company's application and supporting infrastructure from scratch
- Architected and developed a comprehensive web application for an innovative coffee shop, featuring customizable ordering with location-based fulfillment, loyalty programs, two specialized POS systems (walk-up window and drive-thru), KDS, inventory management, and custom reporting for complete business operations
- Led all mobile app development (Android/iOS), database architecture, and back-end development from June 2023
- Pivoted core technology into an Enterprise SaaS CRM platform for a national yoga studio, featuring a centralized inbox and lead generation with automated SMS flow, customizable reporting, and sales enablement tools that streamlined customer service and increased conversion rates
- Developed AI integration for automated customer communication using the Anthropic API

### StoneShot

*Full Stack Developer* November 2018 - June 2021 | NYC & Remote

*Junior .NET Developer* April 2017 - November 2018

- Led a full platform UI revamp, creating a new component library and style guide
- Maintained and built out new features for an enterprise financial marketing platform, including:
  - Developed a drag-and-drop custom form creator for clients
  - Implemented an in-house task manager for client services to increase productivity and migrated assets to cloud CDN
  - Enhanced video analytics with optimized SQL queries and redesigned UI for clients
  - Increased functionality in Salesforce Connected app to manage analytics, workflows, and events
  - Redesigned campaign reporting module, building front and back-end in a small team
  - Built a secure file-sharing system for client services to easily exchange information with clients
- Created responsive microsites, landing pages, and email templates for internal and client campaigns

**Trilogy Education** *Full Stack Web Development Bootcamp Teaching Assistant* November 2019 - May 2020 | Remote Part-time

**Freelance** *Web Development & Design Consultant* July 2014 - September 2018 | Charleston, SC & NYC

**BANa Bottling Company** *Social Media Coordinator* October 2013 - June 2014 | Charleston, SC

## Education

**General Assembly | Web Development Immersive** November 2016 | Remote

**Trident Technical College | Graphic Design & Typography Courses** June 2014 | Charleston, SC

**College of Charleston | BS, Hospitality & Tourism Management, BS, Business Administration** May 2013 | Charleston, SC

## Community

**Girls Who Code | Course Facilitator** November 2018 - November 2019 | New York, NY  
NY District 75 STEM for girls

## Technical Skills

Proficient in: C#, JavaScript, SQL, HTML, CSS, Xamarin, Maui, Azure DevOps, Azure Functions

Familiar with: Amazon S3, Node.js, AngularJS, React, Ruby, Ruby on Rails, Express.js, MySQL, PostgreSQL, MongoDB, Git, VB.NET, VBA