Rachel Beneroff

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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, REST APIs, Xamarin, Maui, .NET, Azure DevOps, Azure Functions, Shopify
Familiar with: Amazon S3, Node.js, AngularJS, React, Ruby, Ruby on Rails, Express.js, MySQL, PostgreSQL, MongoDB, Git, VB.NET, VBA