

Sue J. Stevens

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Summary

Full Stack Application Developer with 10+ years in design, coding, database, and project management experience. Proven ability to liaison between business and technical departments and translate business requirements into functional applications. Resourceful problem-solver with the ability to work with all levels of management within an organization. Passionate, self-directed and results oriented; effectively collaborates with others to ensure goals are met. Strong analytical, detail-oriented skills combine with technology to help business owners and department managers maximize efficiency.

Technical Skills

Full Stack Development: WIMP (Windows, IIS, MS SQL Server, PHP), MERN Stack (MongoDB, Express.js, React.js, Node.js)

Databases: Microsoft SQL Server, MySQL, MongoDB, MS Access

Programming Languages: PHP, Javascript, JQuery, Visual Basic (including VBA)

Frameworks and Server Side Development: Node.js, Express, React.js, Bootstrap, Foundation

Browser Based Technologies: HTML, CSS, Handlebars, Heroku for Deployment, MLab, Git, Command Line

SEO / Analytics: Google Analytics API, Facebook Insights, IBM Cognos Analytics

Email Marketing: HTML Email Template Design including inline CSS, Knowledge of SMTPs, Analytics of Email Open Rates

Project Management Tools: MS Project, Visio, Adobe

Office Tools: Microsoft Office suite, including VBA

Applications Built

Customer Relationship Management software: Propriety application that tracks critical client data. MS SQL Server backend; browser-based frontend. Reports are generated in a variety of formats including PDF, Excel and Word.

Document Management/Assembly: Proprietary application that allows users to choose and arrange content to create a customized Firm Resume on demand. This application transformed the process from several secretaries maintaining multiple (often out of date) versions of our Firm's cases and accomplishments. Now a current tailored resume can be generated in minutes.

Events Tracking: Customized CRM solution to track the details of marketing events from conception, invitations to clients, registration, itinerary and travel planning and after-the event follow-up surveys. The system also allows for tracking clients across years and events and hooks into other key databases described above so management can analyze Event ROI.

SEO / Analytics: This custom analytics tool combines data through the Google Analytics API, Facebook Insights, current news activity on our website, and other critical data points into an HTML designed report. A redesign is in process which will provide management with visualization dashboards and the ability to compare web traffic across multiple timelines and channels.

Political Contributions Database: This application taps into the FEC's API to supplement internal data and minimize the pain-points of compliance reporting.

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Experience

Robbins Geller Rudman & Dowd LLP, San Diego, CA

Full Stack Application Developer / Web and Digital Marketing Web Analyst

2009 to Present

Responsible for design, development and maintenance of 20+ custom proprietary database applications. Specialist solving business work-flow problems through the UI experience, report design and thoughtful back-end database development. Key team member providing web and digital marketing analytics and email campaign tracking to Director of Marketing. Go-to liaison for hard-to-solve CRM data issues.

- Google Analytics Team Lead. Developed from scratch methods to analyze and report web traffic to the Director of Marketing. Using Google's API, Facebook Insights and SQL and reduced preparation time of weekly reports from >2 days to <2 hours.
- Transformed legacy MS Access databases to modern designs — MS SQL Server back-end, browser based front-end — thereby providing a richer user-experience, reduced data-entry errors, and flexible reporting options.
- Created 15+ custom web applications using PHP, HTML, CSS, Javascript and SQL thereby reducing the necessity of tracking multiple instances of key customer information in office documents like Word and Excel.
- Created process to send bulk email marketing campaigns and client reporting notifications, similar to MailChimp / Constant Contact, with the advantage that these appear as attorney/client communication and not spam.
- Able to interpret data from multiple sources, creating ad hoc reporting as appropriate; providing insight to Litigation Support; and creating valuable time-savings. This frees up staff to focus on information that provides attorneys with winning strategy.

Ineum Consulting, Irvine, CA

Senior Enterprise Planning Consultant

2008 to 2009

Charged with working as a member of corporate performance management engagements. Responsible for building budgeting and forecasting solutions using Cognos software. Wrote technical documentation throughout the SDLC to describe cube and/or report development, logic, coding, testing, changes and corrections.

Fairfield Residential, LLC, San Diego, CA

Various Key Roles

1996 to 2008

Spearheaded many roles including Business Analyst, Project Manager, Technical Systems Analyst, Budget Manager, Financial Analyst and Accounting Manager over a 12-year period. Knowledgeable in all aspects of real estate's business cycles including acquisition, construction, development, redevelopment, property management, asset management, and disposition.

Professional Development and Education

University of California, San Diego, California

Web Coding Bootcamp

University of Phoenix, San Diego, California

Bachelor of Science, Information Technology

University of California, Irvine, California

Certificate – Business Intelligence and Data Warehousing

California State University, Long Beach, California

Accounting

Cognos Education, Irvine, California

Cognos 8 BI – Authoring and Modeling

Orange Coast College, Costa Mesa, California

Associate of Arts, Accounting

Cognos Education, Vancouver, Canada

Cognos Enterprise Planning 7.3