

Susan Rehl

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Competencies



Summary

Junior frontend full-stack software developer with B2B and B2C marketing and graphic design experience, notably in integrated campaigns, collateral, and corporate identity.

Seeking developer position at a dynamic, growing company to use current knowledge, learn new technologies, and work with a team of developers, to create innovative applications which add value to the company.

Technical Skills

npm HTML5 Mongoose
JavaScript HubSpot UI
jQuery Post MailChimp Heroku Shopify
AngularJS
Mean Stack
git
node.js CSS3
SQL GraphQL Express.js
D
Github
Bootstrap
AJAX
Adobe Creative Suite
Responsive Design APIs
Amazon Seller Central

Education

Bachelor of Fine Arts
Graphic Design, cum laude
Ball State University

Master of Business Administration
(MBA), Entrepreneurship and
Marketing, Indiana University
Kelley School of Business

Full Stack Software Engineering
Certification
Prime Digital Academy

Experience

Continuing Education

Personal Portfolio Website

Technologies used: AngularJS (JavaScript), Angular UI, Bootstrap, Angular Routes, HTML5, CSS3, Bootstrap, Node.js, Express.js.

Ongoing

Purpose: Showcase software development projects, with past graphic design work, to apply learnings in technology.

Prime Digital Academy

Full Stack Software Development Student

April 2016 to August 2016

Solo Project: Hospital Disinfectant Selector

Technologies used: SQL database, AngularJS (JavaScript), HTML5, CSS3, Bootstrap, Node.js, Express.js.

Purpose: Fulfill a void in hospital disinfectant marketing. Application pulls product data from difficult-to-access sources, merging API and manufacturer data to allow users to quickly find impartial product data, to act to reduce contagion.

Methodology: User completes short questionnaire, then application returns top 3 products for their scenario based on product ranking on 3 most important product features.

Additional features: Disinfection educational information, download list as a PDF, cost calculator.

Group Project: Malia Racing Hotel Registration

Technologies used: SQL database, AngularJS (JavaScript), Angular Routes, Angular Xeditable, Angular Material, HTML5, CSS3, Bootstrap, Node.js, Express.js, Passport.

Team: Worked with 4 student developers. My role was front-end, design, and informal project management. Team developed state-of-work document with client.

Purpose: Improve communication and coordination with team members and hotels during hotel room planning. Reduce administration time and generate custom reports.

Methodology: Stand-alone application with authenticated login and team signup, auto generation of email surveys to team, event information dashboard, user-controlled hotel room selection, and custom reporting.

Unimed, Inc./Unimed-Midwest, Inc.

August 2007 to April 2016

Vice-President Marketing January 2011 to April 2016
Management team member, responsible for marketing programs for Unimed and 4 market-specific subsidiary companies (and launch of subsidiaries). Grew sales 185% in 5 years. Responsibilities included branding, outbound and inbound marketing, product and regulatory research, new product development, marketing/sales systems management.

- Launched Amazon store and ecommerce site in 2015, with monthly sales of \$6K within 6 months. Used Amazon Seller Central and Shopify.
- Conducted B2B and B2C marketing campaigns, with a full range of social media, for new product launches, tradeshow, and seasonal campaigns. Used MailChimp, HubSpot, ACT CRM, LinkedIn, Facebook and Twitter.
- Designed and developed relational MS Access database for marketing product data (>4000 products), generating custom sales literature, catalogs, and client-specific literature and reports.
- Created and maintained 7 static catalog-style websites. Used HTML, CSS, Search, and Google Analytics.
- Administered ACT CRM system and company email system (Microsoft Exchange 365)

Marketing Specialist August 2007 to December 2010

- Developed marketing materials. Duties included design, copywriting, tradeshow planning and graphics, inservice development and presentations.
- Grew company website (static catalog-style) using HTML. Grew site from 40 pages to >500 pages. Added features for Product Image Gallery (using Box.com) and MSDS document library. Implemented Search and Google Analytics.
- Created product photography and edited with Photoshop. Maintained photo library of >2000 products.
- Created sales literature with Adobe InDesign and Illustrator.

Additional Career Highlights

Staff Management:

Managed small departments to achieve sales growth and new product development goals.

Cross-Department

Collaboration: Worked closely with other company departments on promotions, advertising, web content, product development, and inventory management.

Entrepreneurial

Initiative: Owned and managed freelance graphic design and marketing venture for 8 years. Responsible for all aspects of business, including sales, accounting, vendor partners, project management.

Graphic Design and Photography:

Created logos, graphics and layout for print and e-media, serving clients in B2B and B2C, in product and service-related industries. Shot product photography, edited images, and worked with service vendors.

More detail about my work experience can be found on my LinkedIn page.