Susan E. Rehl

susanrehl@gmail.com ✦ 952-356-6086 ✦ github.com/SusanRehl

Summary

Junior frontend full-stack software developer with B2B and B2C marketing and graphic design experience, especially 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 senior developers, to create innovative applications which add value to the company.

Technical Skills

MEAN Stack:	Github	AJAX	Amazon Seller Central
(MongoDB,	Git	Mongoose	Shopify ecommerce
Express.js,	APIs	npm	Graphic Design
AngularJS, Node.js)	HTML5	User Interface (UI)	Photography
PostgreSQL	CSS3	Responsive Design	Adobe Creative Suite
jQuery	Heroku	Hubspot	(Photoshop,
JavaScript	Bootstrap	MailChimp	InDesign, Illustrator)

Experience

Continuing Education

Personal Website Project for Github 30-day Challenge   **October 2016 - Present**

✦ **Technologies used:** AngularJS (JavaScript), Angular Routes, HTML5, CSS3, Bootstrap, Node.js, Express.js, Sass, responsive design.
✦ **Purpose:** Apply new learnings to showcase hobbies such as paintings and travel photography.

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 data on products which meet specific needs, to act fast to reduce the spread of disease in the facility.
✦ **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, and 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, tradeshows, and seasonal campaigns. Used MailChimp, HubSpot, and ACT CRM.
- Designed and developed relational MS Access database for marketing product data (>4000 products), generating custom sales literature, catalogs, and client-specific 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 (3-5 staff) to achieve company 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 electronic media, serving clients in B2B and B2C, and product and service-related industries. Shot product photography and edited images. Worked with print and e-media service vendors.

Education

Full Stack Software Engineering Certification, Prime Digital Academy

Master of Business Administration (MBA), Indiana University
Major: Entrepreneurship and Marketing

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