Susan Rehl

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Competencies

Technical Skills

JavaScript	HTML5
AngularJS	CSS3
jQuery	Bootstrap
PostgreSQL	Responsive Design
MongoDB (noSQL)	SVG Images
Mongoose	Adobe Creative Suite
Node.js	UI / UX
npm	Photography
Express.js	MailChimp
AJAX	HubSpot
Mean Stack	Shopify
APIs	Amazon Seller Central
Git	
Github	
Heroku	
Automated Testing	
Jasmine	
Karma	

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.

Experience

Projects

Personal Portfolio Website — Ongoing

Technologies used: AngularJS, JavaScript, Angular UI Bootstrap, Angular Routes, HTML5, CSS3, Bootstrap, Node.js, Express.js, PostgreSQL.
All other projects can be accessed from this site.

Monumental Muffins Website — January 2017

Technologies used: AngularJS, JavaScript, Angular UI Bootstrap, Angular Routes, HTML5, CSS3, Bootstrap responsive classes, Picturefill, Node.js, Express.js.
Purpose: Learn responsive design, SVG images.

My Home Physical Therapy App — February 2017

Technologies used: AngularJS, Angular Material, UI Bootstrap, Routes, Material, Animate, JavaScript, HTML5, CSS3, Bootstrap responsive classes, Picturefill, Node.js, Express.js, PostgreSQL, Karma, Jasmine. *(currently in progress – Github repo only)*
Purpose: Learn mobile techs, use unit testing techs.

Currently learning C# and ASP.NET.

Prime Digital Academy — Full Stack Software Development Student

Solo Project: Hospital Disinfectant Selector
Technologies used: AngularJS, JavaScript), HTML5, CSS3, Bootstrap, SQL database, 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: AngularJS, JavaScript, Angular Routes, Angular Xeditable, Angular Material, HTML5, CSS3, Bootstrap, SQL database, 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 coordination with team members and hotels during hotel room planning. Reduce administration time and generate custom reports.
Methodology: 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, medical products SME.

- 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, using social media, for new product launches, tradeshows, and seasonal campaigns. Used MailChimp, HubSpot, ACT CRM, LinkedIn, Facebook and Twitter.
- Researched business and end-user customer needs across a variety of markets. Applied UX principles to websites and marketing collateral.
- 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, Photoshop and Illustrator.
- Administered ACT CRM system and company email system (Microsoft Exchange 365).

Marketing Specialist   August 2007 to Dec. 2010
- Developed marketing materials, including 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.
- Administered company email system (Network Solutions).

Additional Career Highlights

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. Managed sales, accounting, vendor partners, and project management.

Graphic Design and Photography: Logos, graphics and layout for print and e-media, for B2B and B2C, both products and services. Shot photography, edited images, worked with service vendors.

Staff Management: Managed small departments to achieve sales growth and new product development goals.
For more career details, go to my LinkedIn page.

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