Tyler S. Sullivan

Angel.co/TylerScott | (661) 805-6137 | tylerscott.sullivan@outlook.com

EDUCATION

Huntsman Program, Wharton School, University of Pennsylvania, Philadelphia, PA   May 2016
B.S. in Economics, B.A. in International Studies
Concentrations/Minors: Operations and Information Management, Marketing, Spanish
Cumulative GPA: 3.63/4.00
Relevant Coursework: Introduction to Computer Programming, Business Computer Languages: Scripting for Business Analytics, Developing Tools for Data Access and Analysis, Data and Analysis for Marketing Decisions, Introductory Business Statistics I & II, Engineering Entrepreneurship I & II, Digital Marketing and Electronic Commerce, Enabling Technologies, Information: Strategy and Economics, Strategic Brand Management, Consumer Behavior

Horizons School of Technology, Philadelphia, PA   Aug. 2016
12-week full stack JavaScript web development boot camp
- Built end-to-end JS applications using numerous client and server-side technologies (including jQuery, Express, Node.js, React.js, and sockets.io), HTML5, CSS3, and SQL
- Pair programmed regularly, spent 5 weeks on group projects, and became proficient in Git and version control

Projects

Optimizely Tag Manager – *Contract Software Developer, Team Member* - JavaScript   Aug. 2016
This tag manager allows online marketers to manage 3rd party JS dependencies, developed for Optimizely's beta App platform.
- Built dependency management engine allowing users to dynamically insert tags into a page with configurable trigger conditions
- Implemented front-end with React.js using Optimizely User Interface (OUI) design guidelines within Optimizely iframe
- Incorporated client-side routing to support tab navigation and shared state across multiple view components

ShareCropper – *Software Developer, Team Member* – JavaScript   Jul. 2016
This peer-to-peer platform allows small-scale gardeners to easily sell crops to their health-conscious neighbors.
- Wireframed, designed, and developed all frontend webpages for platform using HTML, CSS, Flexbox, and Handlebars
- Implemented inbox and instant messaging functionality using React.js and sockets.io
- Designed and implemented database schema with MongoDB and Node.js

Twitter Presidential Primary Campaign Analysis – *Software Developer, Team Member* – Python   Apr. 2016
This project analyzed the twitter accounts of 5 presidential primary nominees to ascertain key differences in rhetoric.
- Parsed Twitter API data into a pandas DataFrame containing dictionaries of word frequencies of each primary nominee
- Created graphs using a MATLAB-like plotting framework to compare nominee's rhetoric against various lexicons
- Analyzed data comparing political strategies of primary nominees based on word choice and frequency

Work Experience

IMPACT Magazine, *Founding Board, Managing Editor, Chief Digital Strategist,* Philadelphia, PA   May 2013 – Dec. 2015
- Developed upennimpact.org website and blog platform with Word Press, with over 8,000 page views in first 5 month of launch
- Managed Technology team to optimize site performance, traffic, design, and future digital advertisements
- Co-planned recruitment, marketing, and community building strategy for Fall 2015, resulting in over 60 new team members
- Guided a team of 20 writers, 5 copy editors, and 6 photographers through journalism process in quarterly 40-page magazine
- Provided feedback, critique, and aid in research to writing team on pressing local and national social issues for quality control

UniWorld Group, Inc., *Accounts Intern,* Brooklyn, New York   Jun. 2015 – Aug. 2015
- Aided in forming 2016 multicultural marketing strategy recommendations for Colgate, Amtrak, Pfizer, and Home Depot
- Analyzed web traffic data, competitive advertising, and social media brand management in regular reports to agency clients
- Presented in-depth LGBTQ report on market size, culture, and consumer trends for agency professional development

Penn International Impact Consulting, *Marketing Strategy Consultant*, Chaitén, Chile   May 2015 – Jun. 2015
- Generated 75-page cultural tourism marketing report in 6-person team for Chilean Patagonia Verde region for local NGO
- Conducted over 35 in-depth surveys with local businesses owners, identifying salient opinions and key roadblocks to tourism
- Provided critical Spanish language skills, and cultural and marketing expertise to team

SKILLS

Engineering:
- Proficient in JavaScript, JQuery, React.js, Node.js, sockets.io, MongoDB, Git, HTML5, CSS3, Express/Handlebars, and Flexbox
- Familiar with Python, VBA, Java, SQL, and SPSS

Design: **Language:**
- Proficient in Photoshop • Familiar with Illustrator and InDesign   • Proficient in Spanish