

# TYLER S. SULLIVAN

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## EDUCATION

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### University of Pennsylvania, The Wharton School of Business Philadelphia, PA

Bachelors of Science | Information, Operations, & Decisions, Marketing | GPA: 3.63/4.00 May 2016

- Relevant Coursework: Intro to Programming, Developing for Data Access & Analysis, Business Computer Languages, Information: Strategy & Economics, Brand Management, Consumer Behavior, Digital Marketing & E-Commerce
- Honors: Dean's List (2015-2016), Huntsman Program

### Horizons School of Technology Philadelphia, PA

Software Engineering, Entrepreneurship Jun 2016 – Aug 2016

- Relevant Coursework: Object Oriented Programming (JS), Data Structures, Algorithms, Web Security, Source Control

## WORK EXPERIENCE

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### Optimizely Tag Manager Philadelphia, PA

Contract Software Developer at Optimizely – JavaScript Jul 2016 – Sep 2016

Allows online marketers to manage 3rd party JS dependencies; developed for Optimizely's beta App platform.

- Built dependency management engine allowing users to insert tags into page with configurable trigger conditions
- Implemented front-end with ReactJS using Optimizely User Interface (OUI) design guidelines
- Incorporated tab, table, side panel, and modal navigation, and re-factored code to reduce number of API calls by 67%
- Created tag search functionality, instantaneous notification updates, and user-friendly form validation

### UniWorld Group, Inc. New York, NY

Accounts Intern 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, & 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

## PROJECTS

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### Double Message Philadelphia, PA

Full Stack Developer – JavaScript Jun 2016

Simple application allowing users to send/receive messages for multiple services in a unified interface.

- Used Twilio API and webhooks to allow registered users to send texts from the web to actual phone numbers
- Enabled users to schedule messages by implementing a cron job to check for messages to be sent
- Built backend with Node.js and MongoDB, rendering views with Handlebars

### Twitter Presidential Primary Campaign Analyzer Philadelphia, PA

Final Student Project – Python Apr 2016

Analyzed 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

## EXTRACURRICULAR ACTIVITIES

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### IMPACT Magazine Philadelphia, PA

Founding Board - Chief Digital Strategist, Managing Editor May 2013 – Dec 2015

- Developed upennimpact.org website & blog platform with WordPress; over 8,000 page views in first 5 month of launch
- Guided team of 20 writers, 5 copy editors, & 6 photographers through journalism process in quarterly 40-page magazine
- Co-planned recruitment, marketing, & community building strategy for Fall 2015, resulting in 60+ new team members
- Managed Tech team to optimize site performance, traffic, design, and future digital advertisements

## SKILLS AND TECHNOLOGIES

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**Backend Web Dev:** NodeJS, ExpressJS, Python, Java, MongoDB, SQL

**Frontend Web Dev:** JavaScript (ES5), HTML5, CSS3, AJAX, jQuery, Handlebars, ReactJS, sockets.io

**Design:** Photoshop, Illustrator, InDesign | **Software:** GitHub, SPSS