

# w. clark newell



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## Education

- ◆ **Certified Scrum Master**  
Six Sigma Global Institute, Jan 2023
- ◆ **Certified Associate Project Manager**  
Project Management Institute, Feb 2022
- ◆ **Certified Web Developer**  
Galvanize + Hack Reactor, July 2018
- ◆ **Bachelor of Arts in Music, German Minor**  
University of Utah, July 2013

## Skills

- ◆ **Customer Relations** 28 Years
- ◆ **Leadership** 16 Years
- ◆ **Project Management** 8 Years
- ◆ **Web Development** 4 Years

## Highlighted Experience

**Founder and Business Owner** – DryPeaks.com Sportswear  
Sept 2022 – Current

- Direct the design, development, and sales of moisture wicking sportswear available via online store
- Principal Web Developer managing PIM and CMS backends while building a custom React frontend
- Lead Digital Marketing Manager, Photographer and Graphic Designer creating and running a digital marketing campaign on social media while creating original blog content
- Personally pack and ship all orders and manufacture prototype products
- Oversee business licenses, finances, taxes and trademark applications

**Customer Service Manager** – Kroger dba Smith's Marketplace  
Sept 2018 – Current

- Keyholder, responsible for supervising all operations of a 170,000 sq. ft. superstore in the evenings, while directly managing up to 30 people per shift in the Front End Department
- Respond in real time to constant fluctuations in business volume, and resolve customer feedback
- Ensure maintenance and operability of check-out technology including self-checkout robots and SmartSafe while protecting substantial cash assets
- Trained in grocery inventory ordering as well as selection and curbside delivery of online pickup orders

**Software Development Intern** – Red Pepper Software  
Jan 2019 – Nov 2019

- Using Jira as the productivity tool with scrum methodology and agile workflow, assisted team with QA, pair programming, code review and full stack coding assignments building proprietary software for multiple clients
- While managing multiple tickets on strict tempo timers, switched between different tech stacks and languages
- Worked in frontend web and mobile development using HTML, CSS, Sass, JavaScript, TypeScript, PHP, Razor, Xamarin.iOS, and JS frameworks such as Angular
- Customized templates on e-commerce platforms like Shopify and blogsites such as WordPress and Magento
- Worked in backend development using C#, ASP.NET, Entity framework and SQL

## More Experience

### **Assistant Manager** – Flynn Restaurant Group

Jan 2016 – Nov 2016

- Trained to oversee every aspect of full service Applebee's restaurants
- Singlehandedly ran restaurants while supervising up to 30 people per day
- Learned and performed with proficiency every single role in the front and back of house
- Managerial duties included daily/weekly inventory, supply orders, interviewing, hiring, training and promoting special marketing events

### **Account Administrator** – Great West Financial

Aug 2014 – Jun 2015

- As part of the cash processing team, provided expeditious and accurate distribution of retirement contributions for various retirement plans and their participants
- Monitored, researched, adjusted and cleared outstanding items in all suspense accounts
- Trained to become a subject matter expert in IRA direct rollovers and plan-to-plan transfers

### **Project Coordinator** – University of Utah

Dec 2007 – Jul 2014

- Former Assistant to the Director of the Center for Engineering Innovation in the Dept. of Electrical & Computer Engineering and Nanotechnology Institute of Utah
- Coordinated the design and development of websites, social media, and marketing materials for the center
- Coordinated multiple submissions of multi-million dollar, interdisciplinary grant proposals to NIH, NSF and DARPA, and was certified in pre- and post-award management by the university's Research Administration
- Organized special events and conferences including venue selection, catering, promotion, sponsorship, media materials and event set-up
- Coordinated project and customer resource management using CRM tools such as Pipedrive and Zoho

### **Store Manager** – Hot Topic

Apr 2003 – Oct 2004

- Managed specialty music and clothing boutiques, which included interviewing, hiring, new-hire training, and coaching/mentoring existing employees
- Duties also included ordering, stocking, merchandising, cleaning, and communicating local trends to buyers
- Was invited by the company to open a brand new location at Layton Hills Mall, Layton, Utah

### **Cardmember Service Team Leader** – Discover Financial Services

Sep 1995 – Apr 2003

- Managed call center customer service and marketing teams for Discover Card
- Duties included interviewing, hiring, new-hire training, coaching/mentoring existing employees as well as chairing special event committees
- Was invited by the company to participate in a special assignment quality and best practices team as well as assist in establishing in-house inbound and outbound telemarketing