

Adam Hood

adamhood15@gmail.com | (409) 594-4750 | Pearland, TX

[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Technical Skills

Frontend: HTML5, CSS, jQuery, JavaScript, Bootstrap, Tailwind, MJML, Wordpress

Backend: Node.js, Express, C#

Databases: MySQL, Sequelize, MongoDB

Version Control: Git

Certifications: Mailchimp Foundations, Mailchimp Email Marketing

Work Experience

Love Advertising June 2023 - Present

Junior Web Developer Houston, TX

- Developed, tested and deployed over 200+ emails using HTML and CSS with a 98.7% error free success rate over a 16 month period
- Established and created internal best practices and processes for email developers at the agency resulting in an 6.3% reduction in error rate for emails
- Wrote and provided brand coordinators with Wrike best practices for building email development tasks to improve efficiency and reduce development time by 10%
- Co-trained and taught new email developer processes and procedures for email development that resulted in a more efficient and accelerated onboarding process
- Refactored and evolved email template for Phillips 66 to improve mobile responsiveness, dark mode appearance, and decrease development time by 67%
- Built, validated and tested 49 new subscriber welcome series automation emails for Phillips 66 to help build brand affinity, awareness and engagement through salesforce marketing cloud
- Researched, developed, and presented a report for a re-engagement automation that helped save \$14,400 annually

Pearland ISD June 2017 - Present

Teacher/Coach Pearland, TX

Humble ISD June 2015 - June 2017

Teacher/Coach Humble, TX

Projects

The Mash Up | [Repo Link](#)

- Designed and engineered scalable web application incorporating a 3rd party API to display and sell music memorabilia utilizing a MongoDB database
- Deployed a successful MVC architecture using HTML, JavaScript, Bootstrap, CSS, MongoDB, Node.js, and Express.js that improved scalability, modularization, and debugging methods by 40%
- Organized and led a team of 2 developers in the breakdown and assignment of over 45 tasks using GitHub projects, leading to the successful deployment of the application two days prior to deadline

Movie Match Maker | [Repo Link](#) | [Deployment Link](#)

- Planned and created a random movie generator for users to quickly and easily select a movie resulting in the number #1 highest score in bootcamp cohort

Education

Rice University Full Stack Coding Certificate Present - August 2023

University of Houston BA Business Management August 2011 - May 2014