Adam Hood

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[LinkedIn](https://www.linkedin.com/in/adam-c-hood/) | [GitHub](https://github.com/adamhood15) | [Portfolio](https://adamhood15.github.io/portfolio-part-II/)

**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 Foundatiaons, 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
* 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
* Researched, developed, and presented a report for a re-engagement automation that encouraged dormant subscribers to re-engage with the brand and help maintain a clean subscriber list

**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](https://github.com/adamhood15/the-mash-up)

* 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](https://github.com/adamhood15/movie-match-maker) | [Deployment Link](https://adamhood15.github.io/movie-match-maker/)

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

**Education**

Rice University Full Stack Coding Certificate Present - August 2023

University of Houston BA Business Management August 2011 - May 2014