



Anita Perala

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Web Development Experience

NEW YORK CODE + DESIGN ACADEMY, WEB DEVELOPMENT INTENSIVE; NEW YORK, NY – JUN - AUG 2015

Full-time, full-stack web development course:

- **Front-end:** HTML5, CSS3, SASS, JavaScript, jQuery, Bootstrap, Bourbon
- **Back-end:** Ruby, Rails, Sinatra, SQL, ActiveRecord, APIs, TDD
- **General:** Git, GitHub, UNIX shell scripting, collaborative development

FINAL PROJECT (TWO-WEEK BUILD): BIBLIOCARTA

- **Ruby on Rails** web app in which users can discover books by location and map their own reading list
- Employed **Rspec** and **Factory Girl** for Test Driven Development
- Implemented gems: **Devise** (authentication), **Paperclip** (image upload), **ISBN Validation** (data validation)

Employment

ACADEMIC MERIT (FREELANCE, REMOTE); BOSTON, MA – OCT 2015 - PRESENT

- Add client content through CMS, format for optimal UI, and edit JSON and add HTML tags as necessary
- Resolve QA orders and communicate with client and developers through Trello

BUYER-MANAGER/BOOKSELLER, IDLEWILD; NEW YORK, NY – AUG 2010 - JUN 2015

- Selected titles, managed inventory, helped train new hires in inventory/POS and customer service
- Wrote content on language learning, books, and travel for store blog

ESL TEACHER, CAMPUS EDUCATION; NEW YORK, NY – MAR - DEC 2014

- Taught adult ESL classes in Academic Reading/Writing and TOEFL preparation
- Facilitated cooperation among diverse group of international students (15-20 per class)

GRADUATE STUDENT INSTRUCTOR, UNIVERSITY OF MICHIGAN; ANN ARBOR, MI – 2009-2010

- Planned and taught two undergraduate courses in college writing and creative writing

GROUP MARKETING DIRECTOR, PERSEUS BOOKS GROUP; NEW YORK, NY – 2005-2008

- Directed group promotions and logistics for annual trade shows and book fairs, including BookExpo
- Oversaw editorial process, production, printing, and distribution of catalogs
- Responsible for \$500k annual budget

MANAGER, 192 BOOKS; NEW YORK, NY – 2004-2005

- Supervised three employees, planned displays, maintained vendor relations

SALES & MARKETING ASSOCIATE, PERSEUS BOOKS GROUP; NEW YORK, NY – 2001-2003

- Coordinated company sales conferences and meetings
- Edited, proofread, and distributed weekly corporate publicity newsletter

BUYER, RUMINATOR BOOKS; ST. PAUL, MN – 1997-2001

- Placed weekly re-stocking orders, bought select frontlist lines, hosted author appearances

Education

University of Michigan, Ann Arbor, MI – MFA, Creative Writing, 2010

Carleton College, Northfield, MN – BA, English, *magna cum laude*, 1995