

Alex Nordin

apnordin@gmail.com – (919) 610 0792

205 W. Davie St

Raleigh, NC 27601

[LinkedIn](#)

[Portfolio](#)

[GitHub](#)

Summary

Full-stack developer using a sales background to build web applications that are both attuned to the user's needs and intuitive to their user experience. Recently earned a certificate in full stack development from UNC-Chapel Hill, with a focus on the MERN stack and culminating in building full-scale React applications. I'm a creative problem-solver, skilled at understanding the user's needs and translating them into real-world deliverables. My most recent application provides a social environment for outdoor enthusiasts to add, search, or browse climbing routes added by themselves or other users, post on live feeds, and chat live with each other. My goal is to use my skills as part of a results-oriented, innovative team, and to continue developing my skill set in the process.

Technical Skills

Languages: JavaScript ES6+, CSS3, HTML5, SQL, NoSQL

Applications: GitHub, MongoDB, MySQL

Tools: Express, React, Node, Handlebars, Bootstrap, jQuery

Projects

CragList | [Deployed Application](#) | [GitHub Repo](#)

- **Summary:** A website for social climbers to add/view routes and communicate with each other.
- **Role:** Primary author
- **Tools:** React, MongoDB, Mongoose, Express, Passport, Local Authentication, CSS, Bootstrap

Employee Directory | [Deployed Application](#) | [GitHub Repo](#)

- **Summary:** An application that renders a random table of "employees" which can be sorted or filtered.
- **Role:** Sole author
- **Tools:** React, Random User API, Fuzzy Search NPM, CSS, Bootstrap

Budget Tracker PWA | [Deployed Application](#) | [GitHub Repo](#)

- **Summary:** In this downloadable application, the user can add expenses and deposits to their budget without an internet connection, which will update the total when brought back online.
- **Role:** Primary author
- **Tools:** JavaScript, MongoDB, HTML, CSS, Service Worker, Webpack

Experience

Align Technology, Inc.

June 2017 – June 2020

Territory Manager

- Applied comprehensive knowledge of Align digital platform and sales strategies for key accounts to accelerate revenue and higher case volume.
- Sold directly to professional business owners, transforming an analog process to digital to help practitioners grow their business.
- Assisted customers in implementing digital technology and refines whole-office processes.
- Managed a defined a geography of accounts to grow their business, based on deep understanding of each account's business, goals, challenges, and opportunities.
- Utilized data/analytics to help customers drive decision-making.
- Orchestrated additional internal Company resources to optimize the customer experience and provide ongoing promotion of Align solutions.

Alex Nordin

apnordin@gmail.com – (919) 610 0792

205 W. Davie St
Raleigh, NC 27601

[LinkedIn](#)

[Portfolio](#)

[GitHub](#)

Sales Associate

- Remotely managed various account geographies to help customers increase Invisalign adoption within their practice.
- 3-month relocation to cover a Strategic Account territory in NYC; established strong relationships with customers to drive business, perform team trainings, and embrace digital adoption.
- Regularly traveled to train doctors and staff on implementation, focusing on patient engagement features, digital optimization, and consumer experience.

Team Lead, Invisalign Pro

- Conducted one-on-one coaching sessions to develop skillsets amongst CSA team members.
- Trained new hires and existing employees in general CSA role/responsibilities.
- Built and implemented process efficiencies and work instructions for pilot programs.
- Assisted with supervisory duties such as responding to CSA inquiries, providing direction, and assigning workload.
- Collaborated with Quality Assurance in order to improve CSA effectiveness and customer satisfaction.

Concierge Service Advisor (CSA)

- Drove sales production by administering support to general dentistry and orthodontic practices through regular verbal and written communications to increase Invisalign penetration.
- Assisted customers with special requests and product inquiries to improve patient satisfaction.
- Identified cross-sell/up-sell opportunities for engagement by the appropriate sales representative.
- Collaborated with colleagues to establish best practices for customer service and engagement.

New Penn Financial, LLC

August 2015 – May 2017

Mortgage Consultant

- Established relationships with new and existing customers to conduct interviews via phone and in person.
- Managed up to six clients at a time, coordinating with internal teams and external vendors to ensure loans were processed and approved within established timelines.
- Delivered written reports to management on a weekly basis, providing an overview of workload and client pipeline and status updates.

Education

Certificate, Full Stack Web Development - UNC Chapel Hill

March 2021

Bachelor of Arts, Economics - University of North Carolina at Chapel Hill

May 2014

Major: *Economics* | Minor: *History*