**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 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**](https://craglist3121.herokuapp.com/) **|** [**GitHub Repo**](https://github.com/apnordin/CragList)

* **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**](https://apnordin.github.io/19-Employee-Directory/) **|** [**GitHub Repo**](https://github.com/apnordin/19-Employee-Directory)

* **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**](https://budget-tracker-pwa-18.herokuapp.com/) **|** [**GitHub Repo**](https://github.com/apnordin/18-Offline-Budget-Tracker-PWA)

* **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.

*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 HillMay 2014

Major: *Economics* | Minor: *History*