**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**](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

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

* **Summary**: A user-friendly, member-based web application used to find, review, and archive movies.
* **Role**: Primary author
* **Tools**: React, MongoDB, Mongoose, Express, Passport, Local Authentication, CSS, Bootstrap

**Work 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*