

Ashley Schmalz

[email](#) | ashley-schmalz.vercel.app/.com | [LinkedIn](#)

(281) 683-5703

Professional Summary

A highly motivated frontend developer with 8 years of internal documentation and task tracking experience who thrives whether working on collaborative or individual projects.

Education

Web Development Fundamentals
Nucamp

Online

Experience

Owner / Ashley's All-Out Dog Training

SEPT 2020 - CURRENT

Developed individualized training programs and lesson packages focused on behavior change for dogs and owners. Brought them through a process of consultation, evaluation, and education to equip owners with the right behavioral tools to create better relationships with their dogs.

Created and maintained internal documentation on client progress and needs, as well as external educational handouts for client use.

Maintained a strict calendar of clients, their information and addresses and bookings to ensure proper allocation of time and maintain a 100% attendance record.

Built business from 5 outreaches a week to a maximum of 20-30 a week with a 50% conversion rate into paying clients. Saw over 200 clients in the first year of operation.

Senior Dog Trainer / Peace Love Dogs

FEB 2019 - SEPT 2020

Responsible for evaluation, task tracking, and documentation for over 28 individual clients a month and group classes to ensure consistent progress and collaboration between trainers.

Trained over 20 new dog training apprentices and assisted our manager to guide their performance through weekly progress meetings and maintain consistent performance velocity.

Took initiative to scale up and teach weekly group classes from an average of 4 to 14 per week, leading to a 250%+ increase in class revenue.

Manager / Petco

APRIL 2018 - JAN 2019

District Dog Trainer / Karma Dog Training

FEB 2015 - APR 2018

Cashier | Dog Trainer / Petco

JAN 2014 - FEB 2015

Commercial Projects

Ashley's All-Out Dog Training

- Designed, developed and hosted business page using semantic HTML5 and CSS3 (+BEM) best practises
- Included responsive and multi-platform support to enable the portfolio to be viewed on any platform and device

Projects

Furever Friends

- Designed, developed a page using Petfinder's API to show local adoptable pets at Austin Pets Alive Shelter using semantic HTML5, CSS3 and Javascript (+BEM) best practises
- Included responsive and multi-platform support to enable the portfolio to be viewed on any platform and device

MangaTosho

- Designed e-commerce site to filter manga books by pricing (high to low, low to high) and rating.
- Included responsive and multi-platform support to enable the portfolio to be viewed on any platform and device