BRITTANY BROETJE

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EXPERIENCE

| 2016 | **GENERAL ASSEMBLY** | **SEATTLE, WA** |

Vocational school specializing in tech

Web Development Immersive

- Completed intensive 12-week coding bootcamp, demanding 80+ hours/week of study to achieve proficiency in both front and back-end languages, frameworks, and best practices including (but not limited to) HTML, CSS, JavaScript, JQuery, AJAX, NodeJS, Express, SQL, Sequelize, MongoDB, Mocha, Chai, Ruby, Rails, Angular, ReactJS, and Agile development methodology.

| 2016 | **SERPS.COM** | **SEATTLE, WA** |

Small company offering enterprise level rank tracking software for SEO

Product Marketing Manager

- Developed SQL queries for big data analysis of customers' search rankings, providing unprecedented insights into their organic search performance.
- Developed new branding for company, as well as branding and market strategy for new enterprise product (including, but not limited to, visual brand design, messaging and content, and conference exhibition design and strategy).
- Led market and user research and analysis crucial for defining target audiences and personas, product planning and prioritization, and pricing strategy.

| 2013-2015 | **MOZ** | **SEATTLE, WA** |

SaaS company specializing in SEO analytics software and educational material for marketing

Product Strategist

- Led successful development, launch, and adoption of first company-wide intranet platform, effectively improving quality and consistency of internal information, and increasing transparency and efficiency of internal communication and knowledge sharing.
- Managed development and implementation of text resource library for all software copy to ensure consistency, minimize engineering bottlenecks, and streamline localization.
- Coached extended leadership team in effective goal-setting, leading to more measurable and relevant goals across all teams, and ultimately building accountability and generating more opportunities for continuous improvement.
- Personally responsible for reviewing all teams' goals and roadmaps on a quarterly and annual basis to proactively identify any cross-team dependency and/or alignment issues. Facilitated resolutions over resource allocation and conflicting product plans to minimize bottlenecks and improve accuracy of product timelines.
- Produced technical and business process documentation, user guides for internal systems, onboarding materials, customer journey maps, graphic representations of product roadmaps and team initiatives, as well as customer-facing in-app copy.

| 2012 | **RAINIER INDUSTRIES** | **TUKWILA, WA** |

manufacturer of high quality, residential and commercial displays, shades, and shelters

Lead Web Strategist | Designer/Developer

- Coordinated with in-house photographers, designers, marketing and sales teams, and external engineering contractors to lead transition from one static HTML company website to eight unique, dynamic, CMS-based sites.
- Built and launched these eight new websites in less than nine months; responsible for all development work with exception of one piece of advanced functionality.
- Built custom pricing calculator and integrated E-Commerce platform, allowing customers to purchase products online for the first time in company's history.
- Worked with engineers to develop fully-automated system for dealers to easily find and order parts online.

| 2010-2011 | **ATLAS NETWORKS** | **SEATTLE, WA** |

small start-up offering data center and telecom services

Project Manager

Managed company's operations as a TV/internet/phone service provider.

- Planned and scheduled all installation and maintenance work for territory with over 200 customer accounts and a constant queue of new installation requests.
- Budgeted for and executed equipment purchases, and managed inventory for multi-million dollar fiber optic network.
- Streamlined and documented processes to ensure effective ongoing project management.
- Repaired previously damaged customer and vendor relationships resulting in more than a 90% reduction in billing and communication-related complaints in less than 3 months.
- Managed billing for 500+ accounts receivable, totaling ~$1,000,000 in annual revenue, 50+ accounts payable, payroll for 10 employees, bookkeeping and account reconciliation.
- Acted as primary point of communication for all 500+ accounts (with exception of most data center support calls, which were routed to a designated technical support line).
- Designed and built eye-catching company display booth for PAX 2011 (large gaming convention, over 60,000 attendees) with only $1,500 budget.

EDUCATION

| 2016 | **GENERAL ASSEMBLY** | **SEATTLE, WA** |

Web Development Immersive Program

| 2009 | **WESTERN WASHINGTON UNIVERSITY** | **BELLINGHAM, WA** |

Bachelor of Science, International Business Management

| 2007 | **CEA GLOBAL EDUCATION** | **PARIS, FRANCE** |

Cross-Cultural Management & Economics of the European Union

VOLUNTEER WORK

| 2015 - pres | **PAWS (PROGRESSIVE ANIMAL WELFARE SOCIETY)** | **LYNNWOOD, WA** |

Wildlife Care Assistant, Sr. Volunteer