

# Bethany Simmonds

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## SUMMARY

Full Stack Web Developer with a B.S. in Psychology from Haverford College and six years in the nonprofit industry, including five years in marketing and communications. I started my career as an AmeriCorps Vista and now direct two departments at a national nonprofit. My strong work-ethic, project management skills, attention to detail, and creative problem-solving along with my drive to keep learning best practices have helped me successfully navigate new projects and roles. I am ready to use the skills I've honed in a new way and am completing the University of Connecticut's Coding Bootcamp in order to transition to the role of Software Engineer.

## PROJECTS

**Scorecard App** | <https://sam-scorecard-app.herokuapp.com/> | <https://github.com/sampaul10/scorecard-app>

- Summary: An application for golfers to record their hole-by-hole scores as their round progresses, review past scorecards and notes, and view a chart of past score data.
- Role: Co-Author
- Tools: HTML, CSS, JavaScript, Bulma, Chart.js, express, express-session, express-handlebars, MySQL2, Sequelize, dotenv package, bcrypt package

**WeatherApp** | <https://github.com/bsimmonds28/weather-forecast> | <https://bsimmonds28.github.io/weather-forecast/>

- Summary: Weather app that provides current and future weather forecasts in cities.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, Day.js, API, Google Fonts

**Déjà Brew** | <https://github.com/TioMeko/deja-brew> | <https://tiomeko.github.io/deja-brew/>

- Summary: Deja Brew is a handy application that allows users to search for breweries in local cities or anywhere in the United States.
- Role: Co-Author
- Tools: HTML, CSS, JavaScript, API, Leaflet, Tailwind CSS, Flowbite, Wickedblocks, Google Fonts

## EXPERIENCE

### Food Rescue US, Remote

Director, Marketing & Grants	January 2022 - Present
Marketing & Development Manager	January 2021 - January 2022
Marketing & Development Associate	March 2020 - January 2021

- Oversee the grants and marketing departments: lead major marketing projects, the grant and marketing teams, and grant writing/management.
  - Raised \$1 million in grants in 2022, the most raised in a single year through grants for the organization since its founding.
    - Worked with local foundations, government, and major donors: Steven & Alexandra Cohen Foundation, Capital One, USA Today, Whole Foods, Lochkeed Martin, StartSmall,

## TOOLS AND TECHNOLOGIES

HTML, CSS, JavaScript, JQuery, Bootstrap, Node.js, MySQL, Express, Adobe Suite, Canva, Salesforce, Wordpress

## SKILLS

Creative problem-solver  
Strong interpersonal skills  
Experienced leader  
Highly organized  
Self-driven  
Multi-tasker  
Project management skills

## EDUCATION

University of Connecticut  
School of Engineering,  
Coding Certificate,  
2022-2023, Storrs, CT

24-Week Full Stack Web  
Development Course

Certificate to be received in  
May 2023

Haverford College, Bachelor  
of Science, Psychology,  
2012-2016, Haverford, PA

Senior Thesis: The Influences  
of Extraversion and the  
Implicit Theories on  
Classroom Participation and  
the Adjustment to College  
Life

Varsity Squash / Squash  
Captain in 2016

Westover School, High  
School Diploma, 2008-2012,  
Middlebury, CT

## REFERENCES

Jennifer Guhl

Connection: Coworker

Title: Director of Strategic  
Partnerships & Major Donors,  
Food Rescue US

General Motors, Kroger, Google Ads, etc.

- Launched a national newsletter in 2021 that goes to 26,700+ contacts and increased the open rate from 23% to 50% (According to Mailchimp, the average email open rate for nonprofits is 25.17%).
- Initiated social media advertisements that averaged \$0.25 per link click (the 2021 nonprofit average was \$0.43).
- Doubled Instagram followers, manager influencer collaborations, and oversaw creation of Instagram reels that received up to 58K views.
- Helped design a new website and managed the website over the last two years, including continuing to build it out and update it.
- Implemented the branding guidelines and standardized accounts and marketing materials for the organization.

## **Eisner Health, Los Angeles, CA**

*Development & Volunteer Manager*

**August 2019 - February 2020**

*Volunteer & Communications Coordinator*

**April 2018 - August 2019**

*AmeriCorps Vista Volunteer Coordinator*

**April 2017 - April 2018**

- Established and managed the first-ever volunteer program: created policy and procedures with Human Resources, recruited and on-boarded volunteers, developed volunteer positions, supervised volunteers, and maintained the program.
- Oversaw organization's communications (including creating and scheduling television content across all sites, social media - increased Instagram followers by 500% in the first 12 months, and wrote monthly CEO update emails), designed/proofed agency collateral using the Adobe Suite and Canva, managed patient events from planning to execution (including establishing the first-ever Winter Festival for 1,000+ patients and implementing census 2020 preparations and outreach).
- Supported the Director of Development by assisting with donor projects including the agency's annual luncheon/gala, database maintenance, and creating social media campaigns to engage donors.
- Project Manager for the Meaningful Use Incentive Program which brings in nearly half a million dollars per year. Achieved a 19% increase in the number of passing providers which is the equivalent of an additional \$76,500 per year.
  - Analyzed data, sent weekly update emails and reports, held bi-weekly meetings to discuss progress and updates, adjusted department workflows and communicated with department supervisors across 5 locations as well as with the Chief Medical Officer to meet goals on time.

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**Emily Bush**

**Connection:** Previous Supervisor

**Title:** Corporate and Foundation Relations Officer, Providence Saint Joseph Health

**Contact info available on request.**

**Andrew Signey**

**Connection:** Previous Coworker

**Title:** Vice President, General Services and Government Affairs, Eisner Health

**Contact info available on request.**