

ALEX REICHERT

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RECENT PROJECTS

[fridgr](#) | [live](#) | [github](#)

Social online portfolio building. Built on Rails using Backbone. Create and comment on text, image, video, and audio posts. AJAX posting, commenting, editing, deleting, and following other users. Modified embed.ly jQuery library to link posts to custom modal displays.

[Snake](#) | [live](#) | [github](#)

Clone of the popular retro game "Snake" built in JS. Utilizes jQuery and underscore Javascript libraries.

[Asteroids.js](#) | [live](#) | [github](#)

Classic arcade game built with HTML5 canvas and Javascript.

[ActiveRecordLite](#) | [github](#)

Used Ruby metaprogramming to clone Rails' ActiveRecord ORM features.

SKILLS

Ruby, Rails, Javascript, Backbone, jQuery, SQL, HTML, CSS, Git, RSpec, TDD, pair programming, RESTful programming

EDUCATION

[University of California, Los Angeles](#)

December 2011

B.A. in History. GPA: 3.5
Additional studies in Computer Science, Statistics.

[App Academy](#)

January 2014 – April 2014

Web development program with <5% acceptance rate

EXPERIENCE

[Online Marketing Specialist](#)

August 2013 – January 2014

Halosys Technologies

- Launched initial marketing campaigns for Halosys' enterprise cloud platform.
- Redesigned company website using Adobe Create Suite, FTP, Wordpress.
- Edited web content to express clear, concise mission statement, improve SEO.
- Created company blog and increased company presence in social media to drive web traffic.
- Organized and promoted Meetup events, using social media and MailChimp for marketing campaigns.

[Blogger](#)

March 2013 – December 2013

Huffington Post, alexreichert.com, Silicon Valley Forum

- Published articles in Huffington Post Technology, Education, World, and Impact. (<http://huffingtonpost.com/alex-reichert>)
- Developing personal website guiding people through self-education, career advice
- Tripled web traffic using social media tactics
- Wrote for Silicon Valley Forum, a company that hosts events for start-up tech companies, venture capitalists, and various entrepreneurs. Wrote articles for company blog and CitizenTekk website.