

# Charles Sheppard

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## EDUCATION

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General Assembly, New York, NY Mar 2019

Web Development Immersive

- 3 month immersive software engineering bootcamp
- Learned full stack development with a primary focus on JavaScript development
- Created individual as well as team projects, adhering to the agile system

University of Vermont, Burlington, VT May 2016

BA English, Political Science Minor

- Participated in the club crew team, traveling to regattas throughout the north east

## PROFESSIONAL EXPERIENCE

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Digital Marketing Manager / *Working Nurse* / Los Angeles, CA May 2021 - Current

Working Nurse is a widely distributed magazine for nurses to find work in the Los Angeles county area

- Developed a multi-stepped marketing plan for a traditional print magazine with a new online presence.
- Implemented both on and off page SEO strategy.
- Utilized Google Analytics to track and monitor site performance as well as monthly and weekly goals.

Insurance Advisor / *Policygenius* / New York, NY Jun 2019 - May 2021

Policygenius is a leading online insurance marketplace

- Assisted new customers from initial application to underwriting, while collaborating with other teams to enhance the service provided.
- Trained new hires in a mentorship role and worked on several committees for projects to increase engagement and efficiency in daily work.

Account Executive / *Yelp* / New York, NY Nov 2017 - Sep 2018

Yelp is the top local business review and social networking site

- Consulted, educated, strategized, and successfully sold Yelp advertising to various businesses through cold calls.

Account Development Representative / *Trustpilot* / New York, NY Aug 2016 - May 2017

Trustpilot is a consumer review platform, hosting reviews of businesses worldwide

- Communicated daily with heads of companies to introduce products offered and aided in the transfer of accounts to senior sales staff.

## SKILLS

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JavaScript ◦ HTML ◦ CSS ◦ React ◦ SQL ◦ Ruby on Rails ◦ Express ◦ Node.js ◦ Relational Databases ◦ Google Analytics ◦ Customer service ◦ Sales ◦ Problem solving ◦ Salesforce