

# Colleen O'Reilly

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Experienced software engineer with a unique background in marketing and design, passionate about user experience and building websites and applications that prioritize clarity, effectiveness, and visual appeal.

## Experience

### **Framebridge – Software Engineer**

AUGUST 2020 - PRESENT

- Collaborate closely with UI and product management to determine scoping and translate site designs into precise technical requirements.
- Engineer new features, ensuring the seamless integration with and maintenance of existing core site functionality.
- Execute the refactoring of legacy code into modern frameworks, enhancing system performance and maintainability.
- Work with merchandising and marketing teams to architect and implement functionality for product catalog creation and promotions.
- Played a pivotal role in the migration of the consumer-facing website to Shopify, including a comprehensive site redesign. This encompassed the rewriting of core site flows, development of new APIs, and implementation of various enhancements for an optimized user experience.

### **Framebridge – Front-End Engineer**

OCTOBER 2018 - AUGUST 2020

- Served as the dedicated engineering point of contact for the Marketing department, overseeing incoming requests, effectively communicating timelines and deliverables to stakeholders, and executing assigned tasks.
- Spearheaded the development of a dynamic component-based system within our CMS, empowering non-engineers to effortlessly create and manage content.
- Orchestrated the implementation of comprehensive performance tracking using tools such as Google Tag Manager (GTM), Google Analytics (GA), and custom Data Layer events.
- Led the execution and reporting of A/B testing initiatives, collaborating closely with Business Intelligence teams to derive meaningful insights.
- Successfully updated design styles across a multitude of landing pages during two comprehensive redesign processes.

## **Brunch Digital - Web Developer**

NOVEMBER 2017 - OCTOBER 2018

- Worked with a team of designers to execute and code user-optimized, responsive websites and applications using modern web standards.
- Maintained and added new functionality to existing client websites, and built new custom websites.

## **LivingSocial - Manager, Email & Promotions Marketing**

JANUARY 2016 - JUNE 2017

- Strategized, executed, and reported against multi-million dollar quarterly revenue goals, and 30mm emails/day.
- Managed team of 3 email and promotional campaign managers, balanced workloads, communicated company goals, and held weekly 1on1s.
- Collaborate with leaders of sales, data science, business intelligence, digital and consumer marketing to plan, execute, and analyze marketing campaigns and company wide initiatives
- Ensured all campaigns comply with CAN-SPAM regulations.

## **LivingSocial - Email Campaign Developer**

DECEMBER 2013 - DECEMBER 2015

- Designed and coded responsive email templates
- Optimized for best display across various esps and devices.
- Executed and reported on a/b tests to optimize email performance metrics

## **LivingSocial - Manager of Market Programming**

SEPTEMBER 2010 - DECEMBER 2013

- Managed team of 10 against kpis, reviewing and optimizing deal contracts
- Led team in providing market level analysis to sales teams including price point analysis, geographic trends, and category performance to balance inventory with demand.
- Worked with sales leadership to ensure a smooth feedback loop and identify process improvements between departments.

## **CustomInk - CRM Coordinator**

DECEMBER 2009 - SEPTEMBER 2010

- Developed and executed targeted email campaigns based on consumer segments, seasonality, and key dates in the customer lifecycle.
- Executed and reported on a/b tests - templates, messaging, and subject lines to optimize for open, click, purchase and unsub rates.

### **CustomInk - Order Controller**

DECEMBER 2009 - SEPTEMBER 2010

- Oversaw schedule of screen printing orders from inception through delivery including troubleshooting, optimizations, deadlines and production budgets.
- Point of contact for internal sales and operations teams as well as printing, and shipping vendors to ensure customer satisfaction, on time delivery, at lowest cost to produce.

### **CustomInk - Production Artist**

JANUARY 2008 - JUNE 2008

- Proofed and Produced 80 art files per day for screen printing.
- Created custom designs or aesthetically adjusted customer artwork in Adobe Illustrator and Photoshop to ensure clear and appealing printed products.

## **Education**

### **General Assembly - Web Development Immersive**

JUNE 2017 - SEPTEMBER 2017

3 Month full time full-stack engineering program. Studied various front and back end programming languages, tools, and frameworks including (but not limited to) HTML, CSS, Javascript, Rails, AngularJS, NodeJS, git, agile/scrum, wireframing, user stories, and project planning.

### **General Assembly - Front-End Web Development**

JUNE 2017 - SEPTEMBER 2017

10 week part time front end web development course. Learned the fundamentals of building functional responsive websites using HTML, CSS, Javascript and jQuery.

### **James Madison University - Bachelor of Arts, Media Arts & Design, Cum Laude**

SEPTEMBER 2003 - MAY 2007