COLLEEN O'REILLY

colleenoreilly.me | https://github.com/colleeno
colleenaoreilly@gmail.com | 703-405-8697

Consumer focused **web developer**. I'm a creative problem solver focused on **design** and **user experience**. I build clear, meaningful, visually appealing websites and applications.

SKILLS

Web Development

HTML, CSS, Sass, JavaScript, jQuery, Ruby, Ruby on Rails, Bootstrap, Sublime Text, Atom, Git, Github

Design

Photoshop, Illustrator

EDUCATION

General Assembly

Web Development Immersive Student

General Assembly

Front End Web Development Certificate

James Madison University

Bachelor of Arts
Media Arts & Design
Cum Laude

ABOUT

Portfolio | Github

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https://github.com/colleeno

Contact

colleenaoreilly@gmail.com
703-405-8697
Washington,DC

EXPERIENCE

General Assembly

Web Development Immersive Student | June 2017 - Sep 2017

Three-month, 500-hour full-time and full-stack web development program providing experience with the latest front- and back-end programming languages, tools, and methodologies including: HTML, CSS, Javascript, jQuery, PostgreSQL, MongoDB, Ruby, Ruby on Rails, AngularJS, NodeJS, ReactJS, Git, Github, Agile/scrum, wire framing, user stories/requirements planning, and test driven development.

Front End Web Development Student | Feb 2016 - Apr 2016

Ten-week, 60-hour part time front end web development course on the fundamentals of programming functional, stylized websites leveraging HTML CSS, and jQuery. Utilized Sublime text and GitHub in class assignments and projects. Post-class continued education by learning Bootstrap framework.

LivingSocial | 2010 - 2017

Manager, Email and Promotions Marketing - Strategized, executed, and reported against multi-million dollar quarterly revenue goals, and 30mm emails/day. Managed team of 3 - balanced workloads, communicated company goals, and held weekly 1on1s.

Email Campaign Developer - Designed and coded responsive email templates with Photoshop, HTML and CSS. Optimized for best display across various ESPs and devices. Executed and reported on a/b tests to optimize open, click, purchase, and unsub rates.

Manager, Deal Quality & Programming - Managed team of 10 against kpis, each reviewed and optimized 40 potential deal contracts/day. Led team in market level analysis on geographic trends, category, and price point performance to balance inventory with demand.

CustomInk | 2008-2010

CRM Coordinator - Developed and executed targeted email campaigns based on user segments, seasonality, and key dates in the customer lifecycle.

Order Controller - Scheduled over 100 screen printing orders at a time from inception through delivery. POC for troubleshooting, optimizations, deadlines and budgets for internal sales and operations as well as external printers, vendors, and shippers.

Production Artist - Produced and QA'd 80 art files / day for screenprinting. Created custom designs and adjusted customer artwork in Illustrator and Photoshop to ensure clear and appealing prints.