

# daniel heyward

## full stack developer & marketing consultant

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I'm an active mind, dedicated to solving the puzzles I encounter, no matter the size or complexity. My experience in marketing helps shape my perception of how we as a community think and interact with each other, and I find that true power comes from using our strengths to help those less fortunate. My goal is to apply my new fullstack talents to bridge the gap between optimistic opportunity and impactful reality.

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### dev experience

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#### slacktivism | slacktivism.herokuapp.com

NodeJS | Express | EJS | PostgreSQL | Materialize | jQuery

Responsive full stack app built to help the passive activist get involved by contacting their reps regarding upcoming referendums.

#### EquAlly | equally.herokuapp.com/

React | Redux | Socket.io | MongoDB | Mongoose | NodeJS | Express | Materialize

Responsive MERN app built to provide comprehensive resources and live chat support for marginalized populations.

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### marketing experience

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#### aramark / marketing manager

april 2012 - october 2015, chapel hill, nc | october 2016 - april 2016, dc

Created innovative solutions that tied web, mobile, email, search, social and traditional advertising together based on consumer insight and data.

#### koroberi / marketing account executive

october 2015 - october 2016, durham, nc

Handled strategy briefs, project management, creative design, vendor management, quality assurance, production and invoicing for 300+ projects.

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### education

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#### general assembly / web development immersive

january 2018 - april 2018, seattle

500+ hour web development immersive bootcamp focused on programming fundamentals, data-structures, pertinent web technologies, database development, CRUD operations, and version control.

#### the university of north carolina at chapel hill / sport marketing

august 2009 - august 2013, chapel hill

Undergraduate Bachelor of Arts degree focused on experiential marketing. Courses included Sport Marketing, Event Management, and Finance.

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### skills

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languages: HTML5 | CSS3 | Javascript | SQL | Python database: Sequelize | PostgreSQL | MongoDB | Mongoose  
frameworks: Node | Express | Django | Mocha | Chai libraries: React | Redux | Bootstrap | Materialize | jQuery  
other: Market Research | Brand Development | Marketing Automation | SEO | Public + Media Relations