

DANIELLA NORRIS

CONTACT

✉ daniellamnorris@gmail.com

☎ 704-576-2530

📷 @teeveebbrain

🌐 teeveebbrain.com

📍 Denver, CO

EDUCATION

University of Florida

MASTER OF FINE ARTS

[May 2022 - December 2023]

- Concentration: Web Design
- College of Journalism and Communications

BACHELOR OF ARTS

[August 2018 - December 2021]

- Major: Political Science
- Minor: General Business Administration
- Student Involvement:
Swamp Records Graphic Designer, Alpha Kappa Psi
Director of Events

CERTIFICATIONS

- AWS Certified Cloud Practitioner (2025)
- Udemy - The Complete Quality Assurance Course

SKILLS

- Frameworks: React.js, Node.js, Next.js
- API knowledge: REST API construction, payment gateway API response (auth, capture, cancel, decline).
- Testing: Postman, Selenium, Java.
- Illustration / Photo Manipulation: Adobe Photoshop & Indesign.
- Tools for technical support and project planning: JIRA, Gitlab, Datadog, Zoho (ticketing and CRM), Figma, Lucid.

WORK EXPERIENCE

PRODUCT SUPPORT SPECIALIST — [June 2023 - Present]

ARRYVED - BOULDER, CO

- Communicates with Engineering team and merchants to understand user behavior, develop SOPs, and identify areas for product and workflow improvement.
- Conducts bug testing and documentation for current deployments of Arryved's Point-of-Sale Android application, Brewery Management software, and Cloud-based Portal.
- Utilizes Jira, Datadog, and Quickbooks Online to provide merchants solutions to acquired Brewery Management Software.
- Performs remote and on-site hardware/software installations and works with merchants' IT teams to optimize network utility.
- Working knowledge of payment interaction and API behavior with various payment gateways and processors.

TAPROOM MANAGER — [Feb 2022 - June 2023]

FIRST MAGNITUDE BREWERY - GAINESVILLE, FL

- Utilizes with various platforms like Arryved, Ekos, and Wordpress to keep track of inventory, sales data, tap planning, and money counts.
- Drove total taproom sales to \$1.6M for the 2022 calendar year.
- Helped to plan community engagement events to raise money for LGBTQ+ and environmental non-profits.
- Received Cicerone Certification to show understanding of beer styles and guidelines, proper storage, and brewing processes.

CORPORATE MARKETING INTERN — [Aug. 2019 - Sep. 2020]

NAYLOR ASSOCIATION SOLUTIONS - GAINESVILLE, FL

- Researched, drafted, and published multiple articles and email campaigns targeted towards association leaders.
- Created hundreds of websites using Wordpress and Elementor, intended to showcase media kits.
- Planned the social media schedule and content for 8 months.