

Danielle Sublett

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Skills

- Programming Languages: Ruby, JavaScript, HTML5, CSS
- Frameworks: Ruby on Rails, Sinatra, Backbone.js
- Testing Platforms: RSpec, Capybara, Jasmine
- Workflow Tools: Git, GitHub, Semaphore
- Graphic Design: Adobe Photoshop and Illustrator
- Effective and empathetic communicator
- 6+ years sales and marketing experience

Experience

Apprentice Web Developer, [Dev Bootcamp](#)

May - September 2014

- Dedicated over 1000 hours to individual programming challenges, pair programming, and group projects.
- Developed full-stack, test-driven applications using Ruby, Rails, Sinatra, JavaScript, Ajax, JQuery, and RSpec.
- Familiar with MVC and Object-Oriented design patterns and best practices.
- Honed skills in project workflow using Git, GitHub and Continuous Integration software.
- Dedicated to collaborative productivity, healthy group dynamics and engineering empathy.

Retail Coordinator, [Kendall Wilkinson Design & Home](#)

May 2013 - May 2014

- Responsible for all retail operations for a high-end interior design firm.
- Executed marketing initiatives that promoted brand awareness and increased sales.
- Initiated an inventory overhaul that included improvements to consistency, storage, and tracking.
- Collaborated with web commerce partners like 1stDibs, Chairish, and OneKingsLane to create sales campaigns.

Freelance Web Marketing Consultant

November 2012 - May 2013

- Supervised training of client's employees in Photoshop, basic HTML, and CMS.
- Updated templates and generated content for branded email newsletters and promotional announcements.

Gallery Manager and Marketing Specialist, [C. Mariani Antiques](#)

July 2011-November 2012

- Fine Art sales and consultation
- Processing new acquisitions, inventory photography and photo editing
- Updating website and internal databases
- Composing and distributing HTML newsletters and announcements.

Gallery Manager, [Kathleen Taylor – The Lotus Collection](#)

February 2008-June 2011

- Sales and consultation for interior designers and retail clients
- Spearheaded overhaul and redesign of website implementing new CMS and CRM software
- Dramatically increased web presence using social media and online marketing tools.
- Worked closely with graphic designers to develop new branding and apply across print and digital media.

Education

University of California, Santa Cruz

1999 - 2003

B.A. Philosophy with Honors. Concentrations in symbolic logic and 19th Century European Philosophy