

EXPERIENCE

Squad🤔,
Co-founder / Developer

Washington, D.C.
05.2020 – Present

Squad🤔 is a full-featured SaaS product that makes it easy for small teams to stay on the same page, week-to-week. This is my first side business, designed to scale for thousands of users and generate recurring revenue. [squad.lol](#)

Through this experience, I gave myself the opportunity to build a product from the ground up that includes, user onboarding flows, modern state management, real-time updates via web sockets, payment and checkout (via Stripe), user permissions, and an intuitive user interface.

EVERFI,
Director of Web Operations

Washington, D.C.
09.2019 – 03.2020

Managed a team of internal Wordpress developers and our web-agency relationship with the primary goal of optimizing EVERFI’s marketing website as a scalable lead-generating machine.

Our efforts included building custom lead-gen experiences, integrating all marking forms with Clearbit, and re-optimizing our blog experience for organic search traffic.

Social Tables,
Web Developer & Marketing Operations Manager

Washington, D.C.
01.2016 – 03.2019

Worked my way through the marketing stack. From content marketing to graphic design and asset creation, marketing automation, technical SEO, and web development.

WEBSITE	<p>Managed a successful transition from a rigid WordPress implementation to a flexible instance using Beaver Builder. This included a sub-domain migration, re-designing pages, and ensuring minimal negative impact on search traffic and conversion rates.</p> <p>Built custom pages using HTML, CSS, Javascript and various of Wordpress plugins.</p> <p>Reduced page load time by 25%. Grew overall website traffic by 50% YoY, and search traffic by 120% YoY. Averaged 400,000 unique sessions per month in 2019.</p>
MARKETING OPERATIONS	<p>Managed a critical CRM migration from existing software, Pardot, to Hubspot.</p> <p>Implemented Hubspot tracking, forms, and conversion objects across the website.</p> <p>Managed workflows, lead routing, automated email sends, and inbound lead funnel reporting via Hubspot and Salesforce. These reports were used daily by executive sales and marketing leadership.</p>
DESIGN & CONTENT	<p>Designed marketing assets such as email layouts, social & display ads, ebooks, white papers, trade show banners, flyers, sales decks, and executive presentations.</p> <p>Worked with freelance writers and managed a content calendar for publishing blog posts optimized to rank in organic search results.</p>

Curalate,
Marketing Operations Manager

Philadelphia, PA
10.2011 – 04.2015

Administered Hubspot and Salesforce for a 20 person sales staff. Managed email marketing, blog content, social content and, data collection for sales enablement.

Proud to be among the first employees and to help the company grow to 100 employees by 2015.

SKILLS

Typescript

Javascript

React

Next.js

HTML

CSS / SCSS

Python

MongoDB

Mongoose

Express

Django

SQL

Postgres

REST

AJAX

WordPress

Hubspot

Salesforce

MOZ

Screaming Frog

SEO

Google Search Console

Lighthouse

Sketch

Final Cut Pro

EDUCATION

General Assembly,
Software Engineering
Immersive Program

Washington, DC
05.2019 - 08.2019

Temple University,
B.A. Advertising,

Philadelphia, PA
09.2009 - 05.2013