

DREW SHROYER

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[Portfolio](#) | [LinkedIn](#)

TECHNICAL SKILLS

JavaScript | PHP | React | Redux | HTML5 | CSS3 | LESS/Sass | Ruby on Rails | jQuery | SQL | PostgreSQL | AWS | TypeScript | Python | Webpack | WordPress | Git | NPM | Node.js | Google Analytics | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Web Development Manager

September 2022- Present

Senior Web Developer

August 2021 - September 2022

GoFormz

- Creates, maintains, updates, and optimizes the product, marketing and web development efforts of [app.goformz.com](#) and [.com](#) using JavaScript, PHP, CSS, JSON, HTML, and REACT
- Writes custom JavaScript, CSS, React, and PHP to create unique web experiences for clients.
- Works cross functionally with the marketing, product, and engineering teams to ensure smooth web operation while managing a team of designers and developers across the United States
- Collaborates with the marketing and product teams to design and implement beautiful interfaces to showcase products and content.
- Manages project timelines, web performance, resource allocation, and web development budgets across team
- Uses Github, AWS, and Azure daily for code and file deployments

Frontend Software Engineer

Blue Nails Software, LLC

January 2020 - Present

- Lead Engineer of personal Software Development Agency
- Directs the brand identity and then Develops Websites for a myriad of clients using React, JavaScript, CSS, Python, and Ruby.
- Clients: Bigeye, Verikai, Mantaray, and Global Tides API

Associate Creative Director

LinkGraph

January 2020 - July 2020

- Operated WordPress frontend HTML/CSS web development and directed the visual identity from ideation to execution for LinkGraph and 8+ unique clients, including TinyURL, Modalyst, and Calerie.
- Recruited, Trained, & Managed remote design/dev team of 7+ members.
- Created SEO optimized content campaigns to increase organic site traffic.

Web Marketing Specialist

Ceros

June 2018 - January 2020

- Executed marketing campaigns through Email, Social, A/B Testing, Google Adwords, Content Syndication, Paid Social, and Demand Generation efforts exceeding marketing quotas 100% of the time during the role.
- Optimized email workflow using key demographics to engage 180K+ marketing qualified leads.

Marketing Coordinator

Microsoft

June 2017 - June 2018

- Coordinated the strategy, logistics, budgets, and execution of large-scale corporate events providing inspection, catering, post-event metrics, and reporting to multiple stakeholders for Microsoft Retail and FinServ teams.
- Operated & managed budgets & calendars for multiple yearly marketing campaigns.

EDUCATION

- [New York University](#) | Stern School of Business, Marketing & Global Business
- [App Academy](#) | Full Stack Web Dev Certification with < 3% acceptance rate
- [Coursera](#) | Meta Front-End Developer Professional Certificate/Advanced React