

# Erinn Springer

## Personal info

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First name:	Erinn
Last name:	Springer
Web:	<a href="http://www.erinnforzlabels.com">http://www.erinnforzlabels.com</a>
GitHub:	<a href="https://github.com/elspringer">https://github.com/elspringer</a>
Address:	Silbersteinstraße 147, Berlin 12051, Germany
Phone Number:	3126360793
Email address:	erinnlspringer@gmail.com

## Profile

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I am a fullstack web developer with four years experience building and designing products and five years experience in marketing. With my technical skills, creative chops, experience managing projects and data-driven approach, I'd be a good fit for the Digital Product Manager role at zLabels.

## Work experience

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<b>Erinn Springer</b> <b>Berlin</b> <b>Germany</b>	<b>Web Designer &amp; Developer</b> Travelogue <ul style="list-style-type: none"><li>Designed and created the website, <a href="http://travelogue.co">travelogue.co</a>.</li><li>Organised and launched events for women only in Berlin.</li></ul> Teacher & TA at Le Wagon <ul style="list-style-type: none"><li>Gave lectures on Rails.</li><li>Helped students with Ruby, Rails, CSS and their final projects that they presented on their demo day.</li></ul>	<b>02/2017 - present</b>
<b>BlueBuzzard</b> <b>Technology Group</b> <b>Chicago</b> <b>USA</b>	<b>Web Developer</b> <ul style="list-style-type: none"><li>Learned about the hotel sales and events lifecycles and communication touchpoints to create a roadmap and user stories for building Customer Relationship Management (CRM) software.</li><li>Conceptualized product features with the cofounders of the company, but mostly worked independently.</li><li>Created wireframes and prioritized features.</li><li>Conducted user tests once a new feature was launched to either reiterate, make improvements or move on to the next feature.</li><li>Designed and built CRM software onto existing codebase.</li><li>Built out requests from existing customers and helped move current customers over to the new product features.</li></ul>	<b>01/2015 – 02/2017</b>
<b>GoHealth</b> <b>Chicago</b> <b>USA</b>	<b>Marketing Coordinator</b> <ul style="list-style-type: none"><li>Created and managed all company email, texting, SEO, social media and public relation campaigns.</li><li>Worked on user surveys for PR campaigns.</li><li>Wrote press releases and managed relationships with outside public relation agencies. Also worked with internal team to coordinate projects and postings of media coverage.</li><li>Tracked visits in Omniture from SEO keywords, social media and public relations placements to increase future visits.</li></ul>	<b>07/2009 – 10/2013</b>

## Education

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<b>Starter School</b> <b>Chicago</b> <b>USA</b>	<b>Web Development &amp; Design</b> Went to a nine-month program that taught design, front-end and back-end development,	<b>10/2013 – 05/2014</b>
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# Education

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user-experience, and business skills.

Specific languages that I learned include: Ruby on Rails, HTML5, CSS3, JavaScript, JQuery, CoffeeScript and more.

Design skills learned include: wireframing, user stories, user testing, copy writing, content management and more.

To read more about the program and my experience at Starter School visit, <http://www.starterschool.com/stories/erinn-barr>.

**Purdue University**  
**West Lafayette**  
**USA**

## **Movement & Sports Science**

**08/2005 – 05/2009**

Obtained a major in Movement & Sport Science at the Liberal Arts School and a minor in Organizational Leadership.

# Skills

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## **Development Languages**

Ruby on Rails, HTML, CSS,  
JS/JQuery, CoffeeScript

## **Tools**

Google Analytics, Sprout Social,  
Omniture, Mailchimp, Exact  
Target, Github

## **Other Skills**

Writing, Content Marketing,  
Web Analytics, Email  
Marketing, SEO, Social Media  
Optimization