

Ember Parr

SOFTWARE ENGINEER

CONTACT



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CERTIFICATIONS

HIPAA Associate 2019
HIPAA Compliance & Healthcare

HubSpot 2019
Agency Partner Certification

Kentico Software 2018
Content Admin Essentials (v10)

Hootsuite 2018
Advanced Social Advertising

Google Partners 2018
AdWords Search / AdWords

LANGUAGES

Front End

HTML5
CSS3
JavaScript
ReactJS
Git / GitHub
Component Libraries
Visual Studio Code
ReactJS

Server Side

C#
ASP.NET
Command Line Interface
SQL / SQL Server
.NET Core
Visual Studio

ABOUT ME

During my time at New Life Laser LLC, I was provided many opportunities to take on new roles within the company. I found myself continuously pulled towards technical work, constantly wanting to solve complex problems using digital tools. When the 'perfect' tool did not exist, I began wanting to create one myself. This began a deep-rooted love of web development. When the 2020 pandemic led to the closure of New Life Laser, it also opened a door for me to dive head-first into a career in web development. Throughout my learning at Nashville Software School, my love of problem solving has grown exponentially. I look forward to the opportunities ahead of me in this chosen career path.

SOFTWARE EXPERIENCE

Nashville Software School

Full Stack Web Development

2020 - 2021

Intensive full-time six-month software development boot camp anchoring learning with both individual and team-based projects. Tech stack; C# and .NET; React.js; Javascript; HTML5; CSS; SQL Fundamentals.

- Git and GitHub for version control
- Simulated work-based learning environment through numerous group and individual projects
- Applied knowledge of interpreting existing code
- Experience working remotely - Utilizing Slack, Zoom & other team based platforms

PROJECTS

NUTTSHELL

Group Project



Nutshell is a group project that have been tasked with building. It's a dashboard for people to use to organize their daily tasks, events, news article, friends, and chat messages.

- CRUD Functionality (Create, Read, Update, Delete) using JSON Server
- Tech Used: JavaScript, ReactJS, GitHub, NPM Packages, ReactStrap
- Personally Responsible For: News Article Components.

TOTELLY ORGANIZED

Individual Project



Front End Capstone Project - Tottely Organized was created to help users organize their homes & keep track of items in multiple locations. Project goal to show proficiency in Front End Development with Single Page Application.

- Wireframing, ERD & Application planning using Miro & Lucidchart
- Tech Used: JavaScript, ReactJS, GitHub, NPM Packages, SemanticUI Component Library, JSON Server Database.

EDUCATION

Nashville Software School

Full Stack Web Development
2020 - 2021

Middle Tennessee State University

Business Administration
2010 - 2013

VOLUNTEER

Hands On Nashville

2020 tornado response

Habitat For Humanity

2019 home building

RedCross

2010 flood response

WORK EXPERIENCE

New Life Laser LLC

Marketing Administrator

2016 - 2020

Locally owned & operated, New Life Laser was Voted Nashville's #1 MedSpa by Nashville Scene readers 4 years running. Specializing in laser hair removal, laser tattoo removal and medical-grade aesthetic skin treatments.

- Developing and implementing marketing plans to drive a 72% growth over 2 year period.
- Worked closely with Owner to strategize sales within the office and coached staff members on sales tactics. Set goals for sales team using measurable outcomes & rewards based system.
- Managed Infusionsoft & HubSpot CRM systems with a focus on contact segmentation for targeted marketing efforts.
- Organized and executed all print, email and SMS marketing campaigns.
- Screened potential clients to ensure qualification for purchase before scheduling in-office consultations
- Managed all search engine optimization, including Google Search Ads, Google Analytics, Bing Ads and more.
- Incorporated Social Media advertising into marketing strategy using Facebook, Instagram and other popular platforms.
- Creating, Editing and managing online content within the website to align with SEO goals as well as educate potential clients on our services offered.
- Created detailed reports on SEO and Social Media Marketing success for the business owner, including measurable goals moving forward.

New Life Laser LLC

Office Administrator

2013 - 2016

- Hosted bi-monthly staff meetings with owner, management and staff members to keep company goals in line with office flow.
- Orchestrated office flow from start to finish focusing on client retention, billing and employee proficiency.
- Played a vital role in the transition from paper records to HIPAA compliant digital ERM software (AestheticsPro) while maintaining integrity of patient data.
- Managed client billing through POS system, CareCredit software and QuickBooks billing.
- Consulted new and potential clients on services offered and discussed payment options.
- Consistent sales close rate of 65% or higher each month with new clients while also exceeding monthly upsale requirements with existing clients.
- Handled all follow-up when adverse reactions occurred within the office.

New Life Laser LLC

Aesthetic Laser Specialist

2012 - 2013

- Specializing in Laser Hair Removal, Laser Tattoo Removal & Laser Skin Resurfacing, completed average of 140 services each week.
- Trained new staff members on Laser Safety protocols, focusing on client safety while providing results-oriented laser procedures.