

Emily Plummer

eplummer26@gmail.com

1525 SE Madison Street, Portland, Oregon, USA

(360) 689-3191

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science in **Business Administration**, June 2012

Concentration: **Marketing Management**

GPA: 3.4

International Peer Contact - 2013-2014

- Helped incoming foreign exchange students adapt to life at Cal Poly
- Organized events for foreign exchange students
- Helped interview and train new International Peer Contacts

Study Abroad

- Chiang Mai University, Chaing Mai, Thailand, Study Abroad Business Program, Winter & Spring 2013
- Università degli Studi di Torino – SAA, Turin, Italy, Study Abroad Business Program, Fall 2012

WEB DEVELOPMENT EXPERIENCE

Opal Labs Portland, Oregon 2/15 - Present

Front End Engineer

- Working closely with design and backend teams to create new features using Backbone.js, Marionette and Ember.
- Recreating pixel perfect editable renderings of social media templates.
- Helping fix bugs reported by our customers in a timely manner.

OpenFarm (Non-Profit, OpenSource) San Luis Obispo, CA 9/14 - Present

Chief Operations Officer, Board of Directors

- Contribute web development and business expertise experience to help make strategic decisions for the organization
- Help create strategic business model and revenue generation tactics
- Front end development and bug fixes

Experts Exchange San Luis Obispo, CA 9/14-12/14

Front End Developer Intern

- Developed and edited pages through internally created CMS.
- Optimized and A/B tested using Optimizley.
- Created landing pages and email templates in Marketo.
- Fixed bugs.

Barker Creek Publishing Bremerton, WA 4/10-8/14

Web Development / Marketing Representative

- Developed and styled custom eBay store.
- Managed multiple eCommerce channels.
- Organized online marketing campaigns through the use of blogs, email, PPC, and social media.

- Trained employees to continue marketing efforts during the school year.

MARKETING EXPERIENCE

Shopatron, Inc

San Luis Obispo, CA 8/13-4/14

Online Marketing Associate – Online Marketing Intern (Previous)

- Managed several large brands' online presence to drive traffic & sales to online store while building brand awareness using data driven techniques.
- Managed and optimized eBay stores for 5 major brands.
- Made technical SEO fixes such as meta data optimization, UX optimization, and implementing internal linking structures.
- Restructured and refined a \$20,000/day budget campaign in Google AdWords.