Emily C. Ritter

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Development Experience

Agency Habitat (formerly GCG Marketing)
Senior Full-stack Web Developer (Dec. 2019 - Present)
- Leading digital projects over the full software development lifecycle: from client prospecting, technical new business proposal writing, and project scoping to architecting, engineering, delivering, and providing on-going maintenance utilizing a variety of technical stacks.
- Collaborating across departments (e.g. design (UX/UI), account, marketing strategy, analytics) to consult on digital marketing strategies and relevant legal requirements (e.g. CCPA, GDPR) across multiple industries.
- Responsible for growing the agency's digital capabilities through rigorous professional development and mentoring associate-level developers.
- Built custom static site generator to streamline development and increase site performance (e.g. page speed, SEO).

Full-stack Web Developer (Oct. 2018 - Dec. 2019)
- Developed component-based, light-weight, and scalable custom WordPress theme (leveraging Advanced Custom Fields) that allows clients to continuously add and edit content without compromising site performance or brand identity.
- Led internal efforts for incorporating web accessibility standards (WCAG) into digital projects and proposals, including the education of both internal and client stakeholders on ADA requirements.

Warren Douglas Advertising
Project Lead (Jul. 2018 - Oct. 2018)
- Improved department and company-wide efficiency by taking on a new, proactive role in managing digital deliverables by gathering and interpreting technical requirements and proposing streamlined solutions.

Full-stack Web Developer (Jun. 2017 - Oct. 2018)
- Responsible for creating and maintaining the internal workings of client websites, custom APIs, and intellectual property applications using a variety of frameworks and platforms (e.g. Rails, React, Angular, WordPress, Adobe Experience Manager).
- Implemented custom event tracking with Google Tag Manager to measure and analyze evolving digital marketing strategies on client websites.

Associate Web Developer (Apr. 2016 - Jun. 2017)
- Cultivated an evolving skill set in front and back end web technologies while working within an agile development team.

Technical Skills

HTML5 / CSS3 (Flexbox) / SASS	Node / React	Git / Github
JavaScript / jQuery / ES6+ / AJAX	Ruby / Sinatra / Rails	Gulp / NPM / WebPack / Grunt
Cross-browser Compatibility and Testing	PHP / LAMP / Cake / WordPress	Integration with Third Party APIs
FE Frameworks (Bootstrap / MDL / CodyHouse)	JSON / RESTful API Architecture	Google Tag Manager / Google Analytics

Portfolio Highlights

TraffiCatalyst
- **Project Description:** Store locator software platform and marketing analytics dashboard (Proprietary)
- Initial development lift involved breaking up a legacy CakePHP monolith application into microservices including a data management and analytics dashboard (SPA) built with React, Node, d3.js visualizations, GA API data, and MongoDB.
- This platform integrated with a secondary, white-labelled website (PHP, MySQL) for purchasing premium location tile subscriptions with a custom PayPal powered checkout. Subscription billing was managed with a reminder email campaign (utilizing the SendGrid API) and subsequent charges were made by pinging the PayPal Vault API (scheduled with UNIX crontab and Rails rake tasks).

Keno
- **Project Description:** Project management and time keeping platform built for agencies (Proprietary)
- Development included incrementally replacing a 10,000+ line JS file with React components. Other continuous improvement initiatives based on user survey results included back-end work on the associated Rails API.

Qwo
- **Project Description:** Multiple landing pages (e.g. qwo.com, beyondthevial.qwo.com) and SFMC email marketing campaigns
- This suite of projects demonstrates strong front-end skills (e.g. interactive UI, custom static site generator, API integrations) and marketing analytics experience (e.g. SFMC, GTM, GA, reporting on social platforms, UTMs).

eCommerce Websites
- **Buff Bunny (buffbunny.com):** UX recommendations (*implementation in progress*) and on-going maintenace for existing Shopify store.
- **Hort Americas (hortamericas.com):** General consulting including UX/UI recommendations (*implementation in progress with external developer*) and GA integration and custom dashboard creation for existing WooCommerce store.
- **Kiolbassa Sausage:** Initial website development of custom WordPress theme and former maintenance of WooCommerce store including custom tracking in GTM.

Education

The Iron Yard - Houston (Apr. 2016)	Texas Christian University (May 2015)	Texas Christian University (Dec. 2012)
Back-end Web Development	MA Environmental Science	BS Environmental Science
Emphasis: Ruby on Rails, ReactJS	Overall GPA: 4.0	Minor in Mathematics | Overall GPA: 3.98

Additional Experience

Breitling Consulting, LLC	DFW International Airport: Asset Management
Environmental Scientist (Jul. 2015 - Jan. 2016, Jan. 2013 - Aug. 2013)	Sustainable Programs Analyst (Jun. 2012 - Sept. 2012)