Emily C. Ritter

emily.c.ritter@gmail.com | 817.932.0687 | github.com/emilycritter | linkedin.com/in/emilycritter

Development Experience

Palmetto

Senior Software Engineer — Feb. 2022 - Present
- Promoted within 10 months of joining Palmetto by demonstrating exceptional leadership abilities and technical acumen. Recognized by peers, manager, and engineering and product leadership teams as a force multiplier, excellent communicator, and project and people leader.
- Piloted product management for the revamp of an internal tool (React, Material UI) by conducting user interviews with stakeholders, prioritizing short and long term business needs, designing UX mockups (Figma), and managing engineering deliverables. The relaunch resulted in improved efficiencies in handling customer support issues and an overall cost savings of approximately $60,000 per year.

Employee Resource Group (ERG) Founder and Lead — Jul. 2021 - Present
- Founded and actively lead an ERG for women and other traditionally underrepresented individuals in technology focused on providing support for existing employees, ensuring diversity and inclusion of incoming employees, and developing future employees.
- Organized monthly programming including performance review preparation sessions, internal networking opportunities, and guided interviews with women in senior leadership positions that received positive feedback from peers and improved employee satisfaction.

Software Engineer — Apr. 2021 - Feb. 2022
- Built and maintained a hybrid mobile app (Ionic, MongoDB, Express, React, Node (MERN) + Typescript) that allows homeowners to monitor their residential solar projects from sale through electricity production and beyond.
- Leveraged and helped maintain an internal component library for building the consumer application UI. Integrated with internal and third party APIs (e.g. Stripe, UtilityAPI, Segment, Salesforce, SolarEdge, Enphase, Omnidian).
- Represented my engineering team on a cross-functional "tiger team" established for ensuring the successful launch of Palmetto's first in-app Direct to Consumer solar residential sales experience showcasing project management, communication, and problem-solving capabilities.
- Hand-selected by the CEO as one of four participants with high leadership potential for Palmetto's Young Leaders Program, a three month program where we met directly with the CEO to learn and discuss management, leadership, and business through case studies and literary discussions.

Agency Habitat (formerly GCG Marketing)

Senior Full-stack Web Developer — Dec. 2019 - Mar. 2021
- Led digital projects over the full software development lifecycle: from client prospecting, technical new business proposal writing, and project scoping to architecting, engineering, testing, delivering, and providing on-going maintenance utilizing a variety of tools and technical stacks (e.g. Salesforce Mareting Cloud, Marketo, WordPress, Shopify, Google Tag Manager (GTM), Google Analytics (GA), Angular).
- Collaborated 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 a custome static site generator to reduce engineering lift for small web projects while providing performant and SEO-friendly products.

Full-stack Web Developer — Oct. 2018 - Dec. 2019
- Developed component-based, light-weight, and scalable custom WordPress theme (leveraging Advanced Custom Fields) allowing 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.
- Worked directly with client stakeholders on the development and maintenance of a custom WordPress theme for Direct Orthopedic Care that reduced the time for on-going content management updates by over 80%.

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.
- Led the initial development lift for refactoring a legacy CakePHP monolith application into microservices for a proprietary store locator SaaS product. Platform components included a responsive and customizable store and product locator (PHP, MySQL, jQuery, Bootstrap, Google Maps, Mapbox APIs, PayPal) and a data management and analytics SPA dashboard (React, Node, d3.js visualizations, Google Analytics API data, MongoDB).

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. Ruby on Rails, Sinatra, React, Angular, WordPress, Adobe Experience Manager).
- Implemented custom event tracking with GTM to measure and analyze digital marketing strategies on client websites.

Associate Web Developer — Apr. 2016 - Jun. 2017
- Cultivated an evolving skill set in front (e.g. HTML5, CSS3 (Flexbox), SASS, JavaScript, jQuery, ES6+, AJAX, Bootstrap) and back end (e.g. Rails, Node, RESTful API Architecture) web technologies while working within an agile development team with a broad technical stack focused on selecting the right tool for the job.
- Refactored a legacy 10,000+ line vanilla JavaScript file with React components for a proprietary project managment and time keeping platform for marketing agencies (Ruby on Rails). Worked with UX lead to continuously improve the platform based on user survey results.

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

Women Who Code: Dallas Fort Worth Director and Lead	Aug. 2021 - Jan. 2022 (Lead), Jan. 2022 - Present (Director)
Breitling Consulting, LLC Environmental Scientist	Jan. 2013 - Aug. 2013, Jul. 2015 - Jan. 2016
DFW International Airport: Asset Management Sustainable Programs Analyst	Jun. 2012 - Sept. 2012