

# EMMA CONVERSE

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## EDUCATION

*Carolina Code School | 2018*

12-week Web Dev. Course

Full Stack - Ruby on Rails Focus

*UNC Charlotte | 2016*

Master of Public Administration

*University of Indianapolis | 2013*

Bachelor of Fine Arts

## LINKS

[emmaconverse.com](http://emmaconverse.com)

[linkedin.com/in/emmaconverse](https://linkedin.com/in/emmaconverse)

[github.com/emmaconverse](https://github.com/emmaconverse)

## SKILLS

Ruby on Rails

HTML/CSS

## PROJECTS

LIFE PAWTNERS

*Carolina Code School Demo*

Using IBM Watson's Visual Recognition program and Petfinder's API, Life Pawtners allows users to upload images of animals they think look awesome and find local adoptable cats and dogs that are similar to the animals they love. The available pets are then mapped based on location using the Google Maps API.

[lifepawtners.herokuapp.com](http://lifepawtners.herokuapp.com)

## EXPERIENCE

SOFTWARE DEVELOPER | Division of Labor, Inc.

*November 2018 - Present*

- Core engineer on OffSite, a venture backed digital marketing app
- OffSite is a fairly complex Rails application with a set of features on top of Google Ads that allows parties to share Google Ads audiences without disclosing a user's personally identifiable information
- Built the initial onboarding flow for new users
- Created an invitation system for current users to invite new users
- Implemented elaborate ActiveJobs and tasks that pull data from Google Ads API and updates user data in our database when necessary on the user's behalf
- Major Components used in OffSite
  - Google Ads API, Devise, Honey Badger, Stripe, AASM state machines, Simple Form, Activity Notification, Sidkiq, Simple Scheduler, VCR

*My background in donor relations and nonprofit management has helped me become a more creative and critical thinker.*

## DONOR RELATIONS MANAGER

*Greenville Humane Society | May 2017 - Aug 2018*

- Created strategy and collateral for fundraising campaigns
- Donor management through DonorPerfect
- Facilitated Capital Campaign efforts with Executive Director

## DONOR RELATIONS MANAGER

*Clemson University | Jul 2016 - May 2017*

- Coordinated donor appreciation events and Board meetings
- Liaison to the VP of Student Affairs for donor events, stewardship, and communication efforts

## NEW STUDENT AND FAMILY SERVICES GRADUATE ASSISTANT

*UNC Charlotte | Aug 2014 - May 2016*

- Developed content for Niner DestiNation, a mobile app
- Facilitated the Orientation program for new incoming students
- Lead and advised team of over 20 student Orientation Counselors (OCs)