Erin Platvoet

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DEVELOPER

Passionate and results-oriented Web Developer specializing in front-end development, certified in Veeva, and committed to creating user-friendly, responsive digital experiences. With a full-stack web development certification from Rutgers University and hands-on experience with the Tech Services team at Real Chemistry, I continually hone my skills and explore cutting-edge technologies. Recognized as a strategic thinker and proactive problem-solver, I thrive on delivering high-quality, impactful solutions.

TECHNICAL SKILLS

Languages: HTML5, CSS, Sass, JavaScript, PHP
Libraries/Frameworks: jQuery, Node.js, gulp.js, pug.js, Laravel, Bootstrap, GSAP, React.js,
Dev Tools: Responsive Design, API Interaction, Git, Github, Visual Studio Code, Adobe XD, ngrok, Litmus, CodePen, Figma, Veeva, Jira, OpenAI
Certifications: Veeva Systems – Vault PromoMats Review & Approval, CLM: Business & Technical, Approved Email: Business & Technical, Engage: Business & Technical, Engage for Portals: Business & Technical

EXPERIENCE

Real Chemistry   **Florham Park, NJ**
Developer   **2020 – present**
Responsible for building and maintaining a diverse range of digital assets, including websites, microsites, landing pages, Interactive Visual Aids (Veeva CLM), and HTML emails (various platforms) for both internal and public/client-facing needs. Collaborating closely with creative, account and QA teams to develop responsive, ADA-compliant deliverables that operate seamlessly across various systems and screen sizes, consistently exceeding client expectations. Exposure to a variety of new tools/frameworks such as Sass, gulp.js, Veeva Systems, Salesforce Marketing Cloud, PHP, Laravel, WordPress, Figma, Adobe XD and Photoshop.

KEY ACHIEVEMENTS:
- Earned 9 Veeva certifications, resulting in my role as primary developer for all Veeva deliverables.
- Assisting clients with Veeva troubleshooting needs post-product launches and pre-conferences.

American Eagle Outfitters   **MA, NH, NJ**
Merchandising Team Leader   **2014 – 2020**
Managed all visual directives, ensuring mapping and floorsets were properly planned, scheduled and executed seamlessly within the allotted time frame. Generated and analyzed merchandise and sales reports to be proactive in making necessary moves to maximize presentation and drive sales results. Built effective relationships with associates, peers and supervisors to develop a high performing team and customer-centric culture. Consistently provided ongoing performance feedback with real-time coaching, scheduled touch bases, individual development planning and the performance review process.

KEY ACHIEVEMENTS:
- Assisted several stores in the region with their remodel process, and frequently sent to stores throughout the district and region to ensure they were visually prepared for corporate visits.
- Increased sales in 2018 by 8%, while bringing shrink levels down, having store go from a "high shrink" store to "target shrink" store

EDUCATION

Bootcamp Certificate in Full Stack Web Development
Rutgers University - New Brunswick, NJ
A 12-week intensive program focused on gaining technical programming skills in Browser Based Technologies, API Interaction, Databases, Server Side Development and Quality Assurance

Bachelor of Science in Secondary Education & History
Seton Hall University - South Orange, NJ