

Eric Otto

Cocoa Beach, Florida
(801) 682-7765
hello@ericotto.net

ericotto.net
linkin.com/in/ottoeric
github.com/ericotto

Skills

Software Development

- JavaScript (React, Node, Angular, jQuery)
- HTML/CSS (Bootstrap, Material Design)
- Database (SQLite, MongoDB, PostgreSQL)

Data Analysis & Visualization

- JavaScript (d3, chart.js, GeoJSON)
- Python (Pandas, Numpy, Sklearn)
- Microsoft Excel

Projects

Poll Place – poll-place.herokuapp.com

- Summary: Users can create polls to share with their friends via multiple social media channels.
- Obstacles: Used a framework with no previous experience, thus honing self-learning skills.

Stock Watch – stock-watch-app.herokuapp.com/

- Summary: A real-time stock charting application. Users can add stocks, updating the list of active stocks being charted across all connected clients.
- Obstacles: Implemented a web socket using a poorly documented library.

Bar Spot – bar-spot.herokuapp.com

- Summary: A website that lets users check into and out of locations in a given city.
- Obstacles: Re-factor of an older project. Spent time getting familiar with existing codebase.

Experience

Digital Marketing Intern

Fluid Advertising

Mar. 2015 to Jun. 2015

Bountiful, Utah

- Identified over 500 unique b2b prospects for a software-as-a-service client through data mining, laying the groundwork for a direct marketing campaign.
- Built landing pages with WordPress and ran a pay-per-click campaign for a retail client leading to a 150% increase in web traffic.
- Monitored social media and website traffic for multiple clients with Google Analytics and identified successful strategies to increase user engagement.

Market Research Intern

University of Utah Commercialization Office

Nov. 2013 to Nov. 2014

Salt Lake City, Utah

- Interviewed 20 potential users for a health care software product identifying 3 new features that would lead them to purchase a minimum viable product.
- Discovered over 200 potential distribution points in India for a medical diagnostic device in the clinical trial phase of development.
- Researched the potential market for 14 novel technologies recommending 6 be pitched to outside investors of which 2 received funding.

Education

Bsc Economics

University of Utah

Aug. 2011 to May 2015

Salt Lake City, Utah

- Achievements: Dean' List (4 Semesters), Vice President of Entrepreneur Club