

# Eric Otto

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## Skills

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### Software Development

- JavaScript (React, Node, Angular, jQuery)
- Ruby (Ruby on Rails)
- HTML/CSS (Bootstrap, Material Design)
- Databases (SQLite, MongoDB, PostgreSQL)

### Data Analysis & Visualization

- JavaScript (d3, chart.js, GeoJSON)
- Python (Pandas, Numpy, scikit-learn)
- Microsoft Excel
- SQL

## Projects

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### Poll Place – [poll-place.herokuapp.com](http://poll-place.herokuapp.com)

- Single-Page-Application where users can create polls to share with their friends via social media.
- Obstacles: Used a framework with no previous experience, thus honing self-learning skills.

### Stock Watch – [stock-watch-app.herokuapp.com/](http://stock-watch-app.herokuapp.com/)

- A real-time stock charting application. Stocks being charted updates across all connected clients.
- Obstacles: Implemented a web socket using a poorly documented library.

### Bar Spot – [bar-spot.herokuapp.com](http://bar-spot.herokuapp.com)

- A website that lets users check into and out of locations in a given city.
- Obstacles: Refactor of an old project. Spent time getting familiar with legacy code.

## Experience

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### Digital Marketing Intern

March 2015 - June 2015

Fluid Advertising - 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

November 2013 - November 2014

University of Utah Commercialization Office - 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

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### Bsc Economics

Aug. 2011 - May 2015

University of Utah - Salt Lake City, Utah

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