ERINÇ EMER

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>LANGUAGES AND TECHNOLOGIES

- **Proficient:** Ruby, Rails 5, JavaScript, jQuery, AJAX, SQL, PostgreSQL, SQLite, HTML5, CSS3, RSpec, Jasmine, Git, Sinatra, AWS, Heroku, Agile (Scrum) Development
- **Exposure:** ReactJS, Sass, NodeJS

>PROFESSIONAL EXPERIENCE

Zeus Motors | Web Developer + Co-founder | San Rafael, CA   2014 - 2016

- Optimized lead generation tracking system by ~13% through integrating MyDealerCenter into company sales process.
- Developed vehicle profit estimation tool utilizing Ruby, PostgreSQL, HTML5 and CSS3 which assisted in generating over $1 million gross sales in first year of business while reaching $500k credit line access from lenders.
- Increased sales by 50% by managing online marketing, creating new channels for converting leads (lead nurturing emails), improving sales intelligence (lead scoring) and supporting a transition to prospecting.
- Crafted business management and online marketing strategies using Google Adwords and SEO to maximize sales.

San Rafael Smog | General Manager + Co-founder| San Rafael, CA   2012 - 2014

- Achieved 500% revenue growth over 2 year period while grossing $300k in sales in first year of ownership transition.
- Elevated company satisfaction index to 110 five-star Yelp reviews (from 20), ensuring swift resolution of customer issues to preserve and grow brand loyalty.
- Sold the business with 1000% profit after growing daily customer rate to 30 vehicles daily (up from 6 cars) with online marketing techniques utilizing Google and Yelp.

>RECENT PROJECTS

CarDex | Software Engineer | code   2017

Platform to mentor prospective vehicle buyers to make more informed decisions by providing NHTSA safety ratings and real customer reviews.

- Architected RESTful API using Ruby on Rails with Edmunds and Yelp API integration to provide car buyers with 10+ customer and dealer reviews and safety ratings per vehicle.
- Reduced frontend codebase by ~50% through using backend templating with partials and HTML5 in Ruby on Rails.

GuideMe | Software Engineer | live | code   2016

Tourguide marketplace to simplify the sightseeing process by connecting travelers with destination locals in cities and towns around the globe.

- Enabled real-time (< 1 sec delay) chat communication with potential tour guides using Ruby on Rails and JavaScript.
- Designed 8 mobile responsive views to facilitate guide-tourist interaction using JavaScript, HTML5 and CSS3, ensuring compatibility across 5+ major browsers and devices.

Veggiemon Grow (2nd Place Food Hackathon) | Software Engineer | live | code   2016

Pokémon style arcade battling arena which promotes healthy eating habits in children by allowing them to harness the powers of different vegetables.

- Incorporated mobile camera into Ruby on Rails backend to scan QR codes on food packaging to determine how healthy the food item is and what items or veggiemon can be found in it.
- Constructed a GPS-enabled (geolocation) map to nearby parks and farmers-markets using the GoogleMaps API and an inventory of a users collected items and veggiemons using Ruby.

Labhub | Software Engineer | live | code   2016

System that allows scientists to create proposals which can then be commented upon others in a means to promote communication and collaboration.

- Engineered backend authentication system with Ruby on Rails to ensure smooth and secure signup and login process.

>EDUCATION

B.S. Accounting, *San Francisco State University*   2014

>LEADERSHIP + AWARDS

Food Hackathon 2nd Place, *Forum San Francisco,, Team Veggiemon Grow*   2016