William Roy Hubenschmidt

https://hubenschmidt.github.io

BACKGROUND

Full-stack application developer with a background in communications, art, and design. In my career, I have relied on the developer mindset as a CRM consultant, database administrator, and nonprofit fundraiser. My first computer was a 300-MHz Gateway Intel Pentium II and I have been messing around on the web ever since.

TECHNICAL SKILLS (2019 EDITION)

Currently, I build MERN stack applications with JavaScript. Areas of expertise include React, Express, MongoDB, MySQL, Node.js; RESTful API design, development, and testing; third-party integration; enterprise systems development, implementation, and customization; responsive design, object-oriented programming, CRM database management; relational database management; web design; and audio engineering. Please see my developer page for a view of my recent projects.

PROFESSIONAL EXPERIENCE

Full-Stack Web Developer, freelance, New York, NY, Jan 2013—January 2019

- Business solutions consulting for small business clients; enterprise system implementation, app development, CRM and more
- Envision and build a full-stack application for TameYourWallet, LLC (Ann Arbor, MI), a personal finance blog.

Database and Sales Technology Consultant, New York, NY, Jan 2013—January 2019

- Designed static websites with Javascript, HTML and CSS; developed ETL processes to establish institutional memory; built inventory trackers; managed SQL databases, implemented and customized Salesforce.com instances, and served as a webmaster.
- Business development for Color + Information, a creative design agency. Developed pitches for software, graphic design, and video production projects. Worked with principal ownership to adopt sales methodology and implement a CRM cloud database. Development work yielded a significant increase in new business and residual revenue; ownership tripled staff within three years.
- Co-authored "Why Every Nonprofit Needs CRM and How to Get it Right", a guide for nonprofits to better understand the value of CRM databases.
- Guided major gift fundraising efforts for the Correctional Association of New York; managed database; oversaw email and direct mail campaigns targeted toward donors in support of criminal justice reform.

Audio Engineer, 99¢ Dreams Records, New York, NY, June 2014—July 2018

- Designed all front-end digital, web, and graphic assets for https://www.99centradio.com
- Audio/video live performances streamed to YouTube and social media channels in 720p (here is one such example).
- Produced and <u>distributed</u> vinyl and cassette releases to international audiences; featured original music on Seth Troxler's <u>Essential</u> Mix for BBC Radio 1 recorded at Output, NY ("The Rent").

Development Associate to Executive Office, Amnesty International USA, New York, NY, Jun 2012—Jan 2013

- Led donor database module implementation; developed technical requirements with consulting developers.
- Designed, tested, and implemented major donor telemarketing database.
- Drafted donor and VIP correspondence for Executive Director Suzanne Nossel, a well-known voice in U.S. foreign policy.

Database Administrator, Robert F. Kennedy Human Rights, New York, NY, May 2011—June 2012

- Oversaw database migration from Raiser's Edge to Salesforce.com database. Implemented, customized and administered Salesforce; achieved enterprise cloud application suite, replacing legacy systems dating to the 1980s.
- Coordinated fundraising in support of leading human rights activist Kerry Kennedy.
- Co-launched RFK Young Leaders, a young professionals' network to empower human rights activists and defenders; managed outreach, volunteer, and fundraising activities.

Grant Writer and Database Analyst, AmeriCorps VISTA, Austin, TX and New York, NY, April 2009—May 2011

EDUCATION

Full-Stack Flex Program at Columbia Engineering Coding Boot Camp, New York, NY, Jan 2019—June 2019

• Immersive program in software engineering. Build, test and deploy full-stack applications, collaborate on group projects.

University of Michigan, Ann Arbor, MI, 2004—2008, B.A., American Culture/Music

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