

## Employment and Experience

### CSL Behring

#### **BUSINESS ANALYST - GLOBAL WEB APPLICATIONS** | CSL Behring | June 2017 – Current

**RESPONSIBILITIES:** - Delivered web apps and digital content in collaboration with commercial and marketing teams.

- Communicated with stakeholders in commercial teams to gather requirements and deliver solutions with input from design agencies, regulatory compliance, and updates from regular feedback.
- Developed effective sites using ASP.NET MVC (C#) with SQL, Wordpress, and contributed to the SiteCore CMS platform project during implementation and revision cycles.
- Built content for the Veeva CRM closed loop marketing platform and developed HTML email templates for CRM and marketing campaigns.
- Managed web platforms end-to-end through their project lifecycle: SVN VC/publishing, IIS hosting, Azure DevOps, site compliance, Google Analytics, change requests, and provided direct support for a global web presence, content platforms, and documentation libraries.

**CONTRIBUTIONS:** - Improved email development by streamlining the process and producing documentation and design standards. Designed a customized, bulletproof, partially automated, and responsive email template that shortened and simplified email development and testing time while reducing errors and revisions.

- Team lead of digital detailing during the urgent migration to Veeva CRM. Contributed to building/converting interactive e-detailing content using HTML5, javascript/jQuery, and CSS responsive grid, also designing and building custom Approved Email templates, and configuring the CRM, Salesforce CLM, and Vault .
- Served as mentor for the co-op program and for MSP contractors, assisted with intern interviews, provided training, and helped supervise/delegate their work.
- Helped research and implement site scanning functionality with SiteImprove to monitor site health: performance metrics, SEO best practices, WCAG AA accessibility, and OWASP security standards.



#### **QUALITY ASSURANCE ANALYST** | Proscape Technologies | October 2015 - June 2017

- Participated in the Agile development sprints, creating and running regression and integration testing of the web app platform.
- Developing automated black box mobile device and simulated testing using Selenium and Appium to streamline release and regression testing.

#### **MAC TEAM ASSOCIATE** | Proscape Technologies | February 2015 - October 2015

- Tasked with developing customer content within the digital marketing platform that the company developed.
- Worked with the development team's web service to quickly deliver scalable interactive marketing apps for major brands.

## Education



#### **BACHELOR'S IN COMPUTER SCIENCE** | West Chester University of Pennsylvania | Fall 2017

CS Core program primarily in Java, covered OOP and functional programming, data structures, algorithms, software engineering, development processes, CS foundations, and discrete math. Additional courses fulfilled security certificate requirements and expand my knowledge in web development, operating systems, networks/data communication.