

## Jessica L. Pearce

1704 Rosetta Dr., Durham, NC

847-924-8465 ~ [jlpearce@gmail.com](mailto:jlpearce@gmail.com) ~ <http://jesseract.github.io/>

**Technical Skills:** Ruby, Rails, HTML5, CSS, test-driven development, JavaScript, jQuery, git, Heroku, API integration, and agile development.

### Development Experience:

|   |                     |
|---|---------------------|
| <i><b>The Iron Yard, Durham, NC</b></i><br><i>Ruby on Rails Student</i> | Jan 2015–April 2015 |
|---|---------------------|

- Completed 12-week, 60-80 hours/week intensive web development program.
- Learned and practiced Ruby on Rails and associated technologies, integrating new lessons in extensive weekend projects.

### Iron Yard Projects:

|  |  |  |  |
|--|--|--|--|
|  | <b>ShutterBuddy:</b> For the cohort's final project, I worked with a partner to create an app integrating three APIs in order to allow a user to create a photo album based on location, landmarks, time of day and weather. <ul style="list-style-type: none"><li>• Rails, CSS3, HTML5, Google Maps Embed API, Google Maps Places API, Flickr API, JSON, JavaScript, jQuery, Heroku</li></ul> |  |  |
|  | <b>Google Scholar Screen Scraper:</b> In our first endeavor into pair programming, we built a web app to scrape information from the HTML version of the search results at <a href="http://scholar.google.com">scholar.google.com</a> and present it to the users in a useful way.   |  |  |

|  |   |  |  |
|--|---|--|--|
|  | <ul style="list-style-type: none"> <li>• Pair programming, Ruby gems, HTML structure</li> </ul>   |  |  |
|  | <b>CSS Reverse Engineering:</b> Given screenshots of web pages, we reproduced the look of each using CSS.   |  |  |
|  | <ul style="list-style-type: none"> <li>• HTML, CSS selectors, pseudo-selectors, styles, and attributes, Codepen.io</li> </ul>                             |  |  |
|  | <b>Health Tracker:</b><br>This Rails application stored information on daily weight, daily steps taken, calories consumed, and exercises performed.       |  |  |
|  | <ul style="list-style-type: none"> <li>• MVC architecture, SQL data table design, Rails file conventions, test-driven development</li> </ul>              |  |  |
|  | <b>Gradebook:</b> We built an application to track public school student grades which allowed parents, teachers and students to see scores in each class. |  |  |
|  | <ul style="list-style-type: none"> <li>• Authentication, REST, sessions</li> </ul>  |  |  |

### Relevant Experience:

|   |                     |
|---|---------------------|
| <b>Saybrook University, San Francisco, CA</b> |                     |
| <i>Online Marketing Specialist</i>            | Feb. 2012–July 2014 |

- Responsible for managing and administering Saybrook University's institutional social media and press release channels and content creation, coordination, and production in support of Saybrook's online marketing and communications initiatives.
- Managed content creation, production, administration, and maintenance of Saybrook University social media sites, including Google+, Twitter, Facebook and LinkedIn.
- Managed creation, posting, and publishing of event information on Saybrook-owned media, e.g., website, institutional social media and external web-based distribution channels.
- Created content for and coordinate approval of press releases on events, news announcements, and other topics as assigned.

**Gray Area Foundation for the Arts, San Francisco, CA**

|  |                     |
|--|---------------------|
| <i>Lead Journalist for Summer of Smart</i> | July 2011–Oct. 2011 |
|--|---------------------|

- Conducted social media push for Summer of Smart urban hackathon series, including blog posts, Twitter and video editing.
- Assisted PR team in researching audience and publicizing hackathons around Bay Area.

**Sunlight Foundation, Washington, DC**

|                                 |                    |
|---------------------------------|--------------------|
| <i>Policy Intern/Consultant</i> | May 2009–Dec. 2009 |
|---------------------------------|--------------------|

- Collaborated with policy, communications and technical teams to advocate for governmental transparency.
- Conducted online research as needed, including transparency requirements for the House of Representatives and Senate.
- Created, edited and oversaw wiki page for OpenCongress.org.

**U.S. Navy**

|                                |                       |
|--------------------------------|-----------------------|
| <i>Lithographer/Journalist</i> | Sept. 1997–April 2004 |
|--------------------------------|-----------------------|

- Produced more than 100 news stories for base newspaper and television station.
- Communicated the Navy's message to off-base population using press releases, interviews with base officials and base tours.
- Changed duty stations approximately every two years, which forced me to adapt to disparate teams within the organization and come up to speed quickly in order to be an effective member.

**Education:**

|  |            |
|--|------------|
| <b>The Iron Yard, Durham, NC</b><br>Rails Engineering  | April 2015 |
| <b>American University, Washington, DC</b><br>Master of Arts – Political Science: Applied Politics | May 2010   |
| <b>Columbia College of Chicago, Chicago, IL</b><br>Bachelor of Arts – Journalism                   | May 2007   |