JEFF SCHNEIDER
SOFTWARE ENGINEER & ENTREPRENEUR

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PROJECTS

Breadcrumbs
Breadcrumbs is an iOS mobile app built with React Native and Firebase that allows users to retrace their steps and share places they visit.
- Users track their path and leave 'crumbs'–pins that contain descriptions, tags, and coordinates.
- Trips are displayed using an interactive map GUI. Past trips are stored and are easily retrievable by the user.

Clea: rubygems.org/gems/clea
Clea (Command Line Email Application) is an open source app for sending email from the console using Gmail and Ruby's SMTP library.

Randeaux: rubygems.org/gems/randeaux
An open source Ruby gem that returns randomized data from arrays and hashes.

SKILLS

PROFICIENT: JavaScript, Ruby, Ruby on Rails, RSPEC, SQL, CSS, HTML, JSON, jQuery, Ajax, Sinatra, Crowdfunding, eCommerce, Growth Engineering, UX Optimization
EXPOSURE: React, React Native, Jasmine, Node.js, Firebase

EXPERIENCE

Launch Machine
Co-Founder · Feb 2014 to Current · San Francisco
LaunchMachine.com provides growth marketing solutions to help startups rapidly acquire customers:
- ROI driven digital advertising (Facebook Ads with CPAs as low as $7).
- Custom websites and landing pages designed to increase social engagement (on average 120%).
- Targeted media lists to get coverage (client PR wins include: BuzzFeed, NPR, FOX News, Business Times & Fortune).
- A/B split testing and U/X engagement optimization to increase funnel conversion rate.

Dev Bootcamp
Software Engineering Student & Mentor · Oct 2015 to Apr 2016 · San Francisco
Dev Bootcamp is an immersive program teaching topics including Ruby, ActiveRecord, Rails, Object-Oriented JavaScript, HTML5, CSS, SQL, RESTful routing, TDD, MVC architecture and Agile Development.
- 1000+ hours spent developing software in Ruby and JavaScript
- Knowledge of relational and non-relational databases (Firebase, SQL and ORM technologies)
- Experience with test-driven development (Rspec, Jasmine)
- Familiarity with software development methodology and release processes (Agile, Scrum)
- Work effectively with other developers to achieve goals (Pair Programming / Team Projects)

Speakeasy Briefs
Co-Founder · May 2013 to Feb 2016 · San Francisco
Launched a successful Kickstarter campaign ($32,616 in pre-orders), which was one of the 30 most funded apparel projects. We accomplished this with an initial investment of under $300.
- Produced videos and advertising copy that led to national news coverage from several prominent media outlets, including Forbes, NPR, and the SF Chronicle.
- Leveraging my frontend development experience (JavaScript, jQuery, HTML, CSS), I built the Speakeasy Briefs website. I optimized our U/X using split A/B testing, increasing our conversion rate by over 70%.
- Created a scalable supply chain between our design team, fabric suppliers, cut-and-sew manufacturer, and fulfillment company. The end result was a premium quality product (4.7 stars on Amazon and "top selling merchant" on RedditGifts) with a healthy profit margin.

CallTower
Regional Channel Manager, Sr. Account Executive, Account Executive · Sep 2008 to Dec 2013 · San Francisco
CallTower is a market leader in providing hosted unified communications based on end-to-end Cisco and Microsoft solutions.
- Recognized as CallTower's top revenue producer in 2011 and in 2012 (leading in 2013 when I resigned).
- Youngest employee to be promoted to Senior Account Executive and youngest to be promoted to Regional Channel Manager.
- Proactively learned the underlying Cisco and Microsoft technology in order to be successful when technical resources were not available.
- Responsible for managing full sales cycle from lead generation through contract negotiation and account management.

National Health Service
IT Project Manager · Oct 2007 to Apr 2008 · Edinburgh, Scotland
NHS Health Scotland is a national Health Board working to reduce health inequalities and improve public health in Scotland. I worked with stakeholders across several teams to successfully create and maintain the NHS Health Scotland's Heart Health website.

United States Senate
Press Office Intern · Jun 2006 to Aug 2006 · Washington, D.C.

EDUCATION

University of Southern California
GPA 3.91
- Merit-based, full-tuition scholarship
- Summa cum laude and honors in political science
- Phi Beta Kappa