Jeff Martin | Full Stack Developer

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Voracious life-long learner who is passionate about making team and organizational level impact. Driven by challenge yet cognizant of the need to balance time to market, budgetary, and security concerns. Proven track record for producing results as a software developer while embracing the challenges of working with cross-functional teams.

Skills

Languages & Frameworks	Databases	Front-End	CMSs	Marketing Technologies
JavaScript	MongoDB	React	Infusionsoft	Google Tag Manager
Node	PostgreSQL	HTML	Salesforce	Tealium iQ
Express	MySQL	CSS	Campaigner	Audience Stream
PHP		Bootstrap		Unbounce
Python		Photoshop		Google AdWords
Django		Illustrator		Bing Ads
		InDesign		Google Analytics

Projects

Clickapea - https://clickapea.com/
MERN Stack
- Actively developing a web app to allow users to import recipes from various recipe websites and formats - to standardize their recipe view, create a meal planner, and generate a shopping list from recipe ingredients.
- Incorporated API calls to an external application and stored data efficiently in a cloud MongoDB.
- Built a drag and drop menu to allow users to easily add recipes to a calendar for meal planning.
- Parsed and cleaned data, breaking up recipes in constituent ingredients, instructions, and measurements to allow for more advanced visualizations and data manipulation.
- Implemented JWT to authenticate traffic between React and the Node API.
- Deployed to Heroku and Vercel as serverless webapps using CI/CD best practices

Petopia - https://pet-opia.herokuapp.com/
Python & Django
- Built a web app with a group of engineers to allow users to readily search multiple pet adoption locations to find a specific breed, color, gender, or aged pet to adopt.
- Was responsible for designing and developing the API, all DevOps functions, and 3rd party API consumption. Played a large role in front-end design and development.
- Built a full-featured persistent search UI and logic in a stateless environment, and implemented pagination.
- Integrated Google Maps API to show pet locations.
- Personally refactored the Front-End code to improve the mobile experience.

101domain
LAMP Stack
- Built a web app to parse customer lifecycle metrics and visualization in Google Data Studio to assist in making data based decisions while planning marketing efforts.
- Built a web app to generate customer quote PDFs to assist the sales team in generating correct pricing information based on customers pricing structure, and in customers currency using up-to-date currency data from a 3rd party API merged with internal pricing data exposed through an API.
- Built a web app to automatically generate emails for our internal customer email system to allow the marketing team to more easily standardize, create, and update all domain name lifecycle emails sent through our system - without having to learn the templating engine used by the engineering team.

Professional Experience

eLocal, Philadelphia, PA, May 2021 - Apr 2022
Senior Media Buyer
- Designed and managed deployment of a holistic marketing ecosystem bridging online and offline datasets, utilizing and normalizing multiple APIs, leading to a significant increase in data accuracy and availability.
- Designed and deployed a cross-functional digital campaign spin-up and launch process resulting in a decrease of go-to-market turn-around from 3-4 weeks to 1 week.
- Coordinated with the developers to design, build and launch online assets in support of new campaigns.

Turnkey Systems, San Diego, CA, Jan 2020 – May 2021
Senior Marketing Manager/Dev. & SCRUM Lead
- Designed, executed, and managed all marketing automation integrations - leading to a significant decrease in campaign launch times.
- Led SCRUM for a team of 2 front-end and 1 back-end developers. Utilized reporting to show velocity and capacity of the team.
- Ensured sprints were completed as scoped, or communicated otherwise - leading to a 20% increase in per-sprint ticket resolutions.
- Administered the ticketing platform, Jira, and liaised between the development department and other business units.
- Led peer code review sessions - while not being the subject matter expert - in PHP, HTML, CSS, MySQL.
- Monitored site performance, optimization, and was the first point of contact for all development related issues.

JM Consulting, San Diego, CA, Jan 2019 – Jan 2020
Senior Director
- Consulted on and created digital marketing plans for small businesses.
- Created digital marketing campaigns for businesses centered around ROI increases and greater market awareness.
- Consulted businesses on marketing analytics software selection and implementation, enabling them to select the most cost-effective and efficient solutions.
- Optimized existing digital marketing efforts, improving ROI and retention rates.
- Created Content Marketing plans and calendars, to drive additional new traffic and build audiences.

101domain, Vista, CA, Apr 2012 – Dec 2018
Technical Product Manager
- Developed and implemented marketing automation initiatives across the customer lifecycle, including Lead Nurture, Abandoned Cart, On-Boarding, and Customer Experience/Retention.
- Sourced, negotiated, and partnered with multiple SAAS marketing technology providers.
- Coordinated the activities of the development team during software integrations.
- Implemented advanced analytics systems to track all digital touch points and enable granular campaign performance analysis.
- Collaborated with Sales & Operations teams to develop and evolve email communication and marketing strategies; implemented 20+ email campaigns per month on average; enhanced marketing emails with tracking and behavior analysis tools.
- Re-branded and standardized all customer-facing communications; aligned messaging across all customer touch points to increase engagement/adoption and minimize communications fatigue.

Education and Credentials

Business Management; *Indiana University of Pennsylvania – Indiana, PA*
Software Engineering; *General Assembly - Austin, Tx*