

JENNIFER RIPPER

Full-stack Engineer

614.769.2890

GITHUB: JMRIPPER

JENNIFER.RIPPER@GMAIL.COM

Full-stack engineer, driven to create high-quality products with intuitive creative design and functionality. A team player who can quickly adapt, with an analytical mind and is self-motivated to discover new innovative solutions.

PROJECTS

- **National Parks Trivia:** An interactive trivia game built using HTML, CSS and Vanilla Javascript.
 - *GitHub:* github.com/jmripper/National_Parks_Trivia/
 - *Deployed:* jmripper.github.io/National_Parks_Trivia/
- **Movie Backend Database:** A MongoDB database built with Node.js, Express, and Mongoose of popular movies.
 - *GitHub:* github.com/jmripper/Backend-API/
 - *Deployed:* movie-express-custom-api.herokuapp.com/
- **Movie ReactJS Frontend:** A frontend responsive app, created with React and CSS that pull data from the Movie Backend Database.
 - *GitHub:* github.com/jmripper/jMDb-Frontend-API/
 - *Deployed:* master.d17c6pxzujr60l.amplifyapp.com/

EXPERIENCE

Software Engineering Immersive

General Assembly | Washington D.C

Nov. 2019 to Feb. 2020

- Completed 500+ hour full-time immersive Software Engineering program that included object-oriented programming, MVC frameworks, data modeling, and test-driven applications.

Digital Marketing Manager

EVERFI | Washington D.C

Apr. 2019 to Oct. 2019

- Setup and managed 8 Facebook and Adwords campaigns and diagnosed all data routing discrepancies in Marketo and Salesforce CRM.
- Created new Wordpress pages and built out new custom components with HTML and CSS.

Marketing Analytics Manager

UMGC | Adelphi, MD

Jan. 2019 to Apr. 2019

- Examined PPC lead generation campaign to identify ways to decrease average cost-per-lead.
- Assembled data reports in Tableau to analyze previous TV and radio ratings and spend data.

Digital Marketing Strategist

Membership Marketing Partners | Alexandria, VA

Oct. 2015 to Dec. 2019

- Built custom responsive email templates in HTML and CSS for automated email marketing campaigns.
- Used SQL database to query email segments of 3 million plus subscribers.
- Worked with developers to create new landing pages to improve mobile usability and implement SEO features to increase organic search rankings.

SKILLS

Languages

HTML, CSS, Javascript, Python

Web Technologies

AJAX, SEO, React.js, Node.js, Express, JSON, Django, Git, Gatsby, GraphQL

Databases

MongoDB, Mongoose, PostgreSQL, MySQL

CRM & CMS

Wordpress, Salesforce CRM

Design

Photoshop, Illustrator, Adobe XD, Dreamweaver, InDesign

Data Analysis

Google Analytics 360, Google Tag Manager, Tableau

EDUCATION

Software Engineering

Immersive

General Assembly

Washington D.C.

Nov. 2019 to Feb. 2020

Bachelor of Arts

Ohio Wesleyan University

Delaware, Ohio

Aug. 2010 to May 2014