
JONATHAN PICKARD

215-791-4793
jonpic@gmail.com

1316 N Palethorp St
Philadelphia, Pa
19122

Profile

World class professional eSports athlete with extensive background knowledge and skills pertaining to user acquisition, retention, and experience in the video game and entertainment industry pivoting to a career in web development and digital marketing.

Experience

University of Pennsylvania Full Stack Web Development Bootcamp

- 24 week intensive bootcamp covering HTML, CSS, JavaScript, Node.JS, SQL, Firebase, Bootstrap, Express, and React.
- Lead several outside of class study groups for students who needed additional help outside class.
- Developed the skills to build additional projects including fully functioning web apps included in the attached portfolio.

Bar Manager/Marketing, The Beer Shoppe — 2018–Present

- Responsible for updating, modernizing, and revising code for the current company website while maintaining and improving SEO.
- Developed marketing strategies that increased bar profit by over 50% from the previous year.
- Managed introductions and price point analysis for a series of new products.
- Designed print and digital advertising material designed to attract new clientele.

Owner/Marketing, NUC/Elevate — 2009–2017

- Planned, executed, and managed all website and social media properties for a digital marketing entity in a rapidly emerging field.
- Worked closely with product managers, visual designers and development team to evolve advertising designs from concept to launch.
- Consulted on a regular basis with UI/UX designers regarding eye tracking and how to present the greatest amount of information in the most concise way possible.

Education

University of Pennsylvania, Philadelphia, Pa — Full Stack Web Development, 2018

Skills

JavaScript, Java, HTML5, CSS, Bootstrap, JQuery, React, TweetDeck

Portfolio

Portfolio available for review at jonpic.github.io
