

# Jared Orion Selcoe

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Site: [orions-nebula.com](http://orions-nebula.com) | GitHub: [github.com/jorions](https://github.com/jorions) | LinkedIn: [linkedin.com/in/jared-selcoe-ab326a33](https://linkedin.com/in/jared-selcoe-ab326a33)

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## Profile

I am a programmer who has been exploring the exciting world of web development since June 2015. In that time I have taken Beginner, Intermediate, and Advanced backend-focused web development courses through Austin Coding Academy which have given me skills in PHP, HTML, CSS, and some JavaScript, as well as the Symfony, Laravel, and Backbone.js frameworks.

## Skills

**LANGUAGES** Intermediate PHP, HTML, and CSS (including Bootstrap), JavaScript (including jQuery)

**FRAMEWORKS** Symfony, Laravel, Backbone.js

**OTHER** Basic Apache server setup, Amazon EC2 and RDS, MySQL, Git, Photoshop, InDesign, and most art mediums

## Projects

**B.IT** [bit.orions-nebula.com](http://bit.orions-nebula.com) | Built in PHP, HTML/CSS, and JavaScript, driven by MySQL, and structured on the Laravel and Backbone.js frameworks, this simplified version of twitter was seeded with data using the faker library and has login, posting, and post-favoriting functionality.

**ONLINE STORE** [acashop.orions-nebula.com](http://acashop.orions-nebula.com) | Built in PHP and HTML/CSS (including Bootstrap), powered by MySQL, and designed around the Symfony framework this fake online store has login/profile management, cart viewing/editing, and purchase receipt emailing.

**NETFLIX SEARCH** [netflix.orions-nebula.com](http://netflix.orions-nebula.com) | Built on PHP and HTML/CSS, this app was an experiment in fetching and formatting JSON data from an API, and is powered by the Netflix Roulette API.

**PERSONAL WEBSITE** [orions-nebula.com](http://orions-nebula.com) | Lovingly crafted from the ground up in PHP, and HTML/CSS (as well as some borrowed JavaScript for the Lightbox photo viewer), built on the Symfony framework, and hosted on an Amazon EC2 instance, my site showcases my programming projects and artwork and features a "contact me" emailing functionality.

## Experience

### 360PARTNERS, AUSTIN, TX

#### SEM JUNIOR ANALYST — 2013-2015

**I drove strategy for and executed the various facets of running multiple search engine marketing accounts in a highly autonomous, fast-paced environment** where I: managed spend in excess of \$15K/day across various sales channels including Google and Bing; analyzed various elements of my accounts and optimized accordingly to improve ROI; drove strategy for maintaining account growth and profitability.

**Over time I have leveraged my technical skills and passion for learning and problem solving to expand my job description** to include: developing and maintaining Excel documents powered by systems of interdependent formulas which serve as client-facing reports as well as company tools for account building, analysis, and management; building simple Excel macros which aid in manual, repetitious, and error-prone tasks; building HTML templates for email marketing campaigns and identifying errors in client HTML code; Photoshop work for ad mock-ups, report beautification, and more.

#### SEM SENIOR ANALYST — 2015-PRESENT

**I have independently grown my technical and professional skills so that I now have additional responsibilities** including: serving as the technical resource on Excel and HTML for the rest of our 20-person team; aiding in developing and implementing new service offerings for the company; helping foster growth and development in newer analysts through training and mentorship; providing thought leadership on technical and PPC best practices.

## Education

**AUSTIN CODING ACADEMY** Austin, TX — Backend Web Development, 2016

**UNIVERSITY OF MARYLAND** College Park, MD — Marketing, Cum Laude, 2013