

Jared Orion Selcoe

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About

I am a junior programmer who has been pursuing web development since June 2015. In that time I have taken Beginner, Intermediate, and Advanced web development night courses through Austin Coding Academy as well as various online programming courses. With my blend of technical skills and traditional business education I am a versatile problem solver who can provide a unique perspective and who is eager to transition into a field that melds my professional sensibilities and programming capabilities.

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 | Built in PHP, HTML/CSS, and JavaScript, driven by MySQL on Amazon RDS, 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 | Built in PHP and HTML/CSS (including Bootstrap), powered by MySQL on Amazon RDS, and designed around the Symfony framework, this mock online store has login/profile management, cart viewing/editing, and purchase receipt emailing.

NETFLIX SEARCH | 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 | Lovingly crafted from the ground up in PHP, HTML/CSS, and JavaScript, 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

Drove strategy for and executed the various facets of running multiple search engine marketing accounts in a highly autonomous, fast-paced environment which involved:

- Managing spend in excess of \$15K/day across various sales channels including Google and Bing
- Analyzing various elements of my accounts and optimizing accordingly to improve ROI
- Devising and implementing strategies for maintaining account growth and profitability

Leveraged my technical skills and passion for problem solving to expand my responsibilities to:

- 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
- Identifying errors in client site HTML code and building HTML templates for email marketing campaigns
- Photoshop work for ad mock-ups, report beautification, and more

SEM SENIOR ANALYST — 2015-PRESENT

Developed my technical and professional skills so 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