Jared Orion Selcoe

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Profile

I am an aspiring 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.

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 other tasks.

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

UNIVERSITY OF MARYLAND College Park, MD – Marketing, Cum Laude, 2013
AUSTIN CODING ACADEMY Austin, TX – Backend Web Development, 2016

Skills

LANGUAGES Intermediate PHP, HTML, and CSS. Beginner JavaScript (including the jQuery library)
FRAMEWORKS Symfony, Laravel, Backbone.js
OTHER Basic Apache server setup, Photoshop, InDesign, GitHub, and most art mediums (painting, drawing, etc)

Projects

NETFLIX SEARCH netflix.orions-nebula.com | Built on PHP, HTML, and CSS, this app was an experiment in fetching and formatting JSON data from an API, and is powered by the Netflix Roulette API.
ONLINE STORE acashop.orions-nebula.com | Built on PHP, HTML, CSS, and Bootstrap, and powered by MySQL, this fake online store has login/profile management, cart viewing/editing, and purchase receipt emailing.
TO-DO LIST todo.orions-nebula.com | Built on PHP, HTML, and CSS, this is a simple to-do app that uses local sessions to track a to-do list and list of completed items.
PERSONAL WEBSITE orions-nebula.com | Lovingly crafted from the ground up in PHP, HTML, and CSS (as well as some borrowed JavaScript for the Lightbox photo viewer), and built on the Symfony framework, my site showcases my artwork and programming work - no bootstrap needed!