

EDUCATION

General Assembly

12 week fully immersive program focusing on full-stack development languages, frameworks and techniques.

University of Utah - David Eccles

School of Business

Bachelor of Arts Marketing 2012

SUMMARY

A natural dreamer and 'doer' - I'm drawn to the front-end development in innovative and creative industries. Disciplined in full-stack development with an extensive background in digital marketing I re-invigorate, elevate, and produce results that are measurable and meaningful.

SKILLS

WEB DEVELOPMENT: JavaScript, jQuery, Object-Oriented Programming (OOP), HTML, Cascading Style Sheets (CSS), SQL, Postgres, Drupal, NPM, Git, Github, Ruby, Node.js, Bootstrap, AngularJS, Meteor, React, Ruby on Rails, Express, Mongoose, MongoDB, SASS, Sequelize, ORM, OAuth, Socket.io, Version Control, Command Line

MARKETING: Digital Marketing, PPC, SEO, Analytics, Google Analytics, Tableau, Project Management, Social Media Marketing, Conversion Optimization, Lead Generation, A/B Testing, Optimizely

EMPLOYMENT

GENERAL ASSEMBLY

Web Development Immersive

Aug 2016 to Oct 2016

12 week fully immersive program focusing on relevant web development languages, frameworks and techniques.

- Worked in an agile environment, working through 5 design/development sprints
- Learned 30+ languages/platforms/frameworks/preprocessors/databases/tools and applied learnings to daily deliverables
- Worked on projects in individual and pair programming settings

SMARTSHEET

Digital Marketing Manager

2014 to 2016

Hired and managed an 8-person team to grow strategic content program, increasing win dollars 96% year over year and becoming the most lucrative marketing program within one year of inception

- Worked with internal and external teams to develop, prioritize and launch new content - assigning work to writers, design, dev, qa - ensuring quality content is published to the website on daily schedule
- Managed a \$7.3 million annual paid marketing program including pay-per-click/social advertising, media buys, etc., increasing YOY ROI metric by 38%
- Conducted in-app and landing page testing to improve the initial user experience, increasing return throughout the funnel

ORANGESODA

Enterprise Account Specialist

2013 to 2014

Lead development, implementation, optimization, and management of large scale paid search advertising programs. Duties included managing a \$3.1 million annual marketing budget, lead client interaction, and work with internal/external teams to develop collateral, pre-sales support, and daily analysis and optimization of campaigns.

- Led development, implementation, optimization, and management of 3.1 million paid search advertising program.
- Facilitated upselling 3 clients by developing proposals and budgets, campaign optimization & testing, and client communication, resulting in a retention rate 14% higher than department goal, and a net revenue total 4 times the amount of any other team.
- Created over 408 unique PPC campaigns with a tight deadline for a partnership deal, a vital component in OrangeSoda being awarded the partner's business, the 2nd largest net revenue partner in the company's portfolio.

POLEVAULT MEDIA

Marketing Manager

2012 to 2013

Responsible for leading and overseeing the marketing of a full service web start up. Duties included consulting and developing the company's overall brand and marketing initiatives. Developed operational processes to streamline workflows. Worked with the Project Managers, Creative, and Dev to create and complete client projects.

HAVENBMEDIA

PR/Media Intern

2011 to 2011

Identified and developed positive media opportunities for company's book of business by creating marketing/PR materials such as press releases, media alerts, and monthly newsletters. Also Daily media monitoring & media list creation and assisted company executives in preparing for journalist and press interaction. Collaborated with a client for the TedX Fruitvale event by compiling research and potential guest speakers information and contact to speed up the planning process. Developed and ran a Twitter contest by offering a book giveaway for engaging in relevant conversation and following client social media accounts increasing Twitter following by 15%.

ACCESSORIES COUNCIL

Fashion & Special Events Intern

2008 to 2009

Assisted in the development and organization of company events. Duties included working with participating vendors/sponsors on full event coordination & planning, consulted on event collateral, updated and organized press materials & web content. Coordinated organization and planning with sponsors for company hosted event, 100 Years of Accessories Gala, by managing designers' communication and pick up of items to be used on the runway during event. Negotiated with industry vendors to contribute to the VIP gift bags for the annual ACE Awards.

PROJECTS

SIMON SAYS

Aug 2016 to Current

A web version of the popular children's electronic game, Simon Says, a memory game where you follow a sequence of sound and color to win.

TWITTERGORIES

Sep 2016 to Sep 2016

A Node/Express app to help you track of twitter content by topic. Can save each topic in it's on filter to be used to see the most recent tweets.

CRWL

Sep 2016 to Sep 2016

A Ruby on Rails app to look at pub crawls happening within your city that you can join in on either from the beginning, or pop in and out at your leisure.

SAILS BOATING LOG

Oct 2016 to Oct 2016

An AngularJS app to help you keep track of all your boating activities in one place.