

# KENNAN SALISBURY Software Engineer

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## SKILLS

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**LANGUAGES** - JavaScript, HTML5, CSS, Python, TypeScript, SQL

**FRONT-END** - React, EJS, Sass, Materialize, Bootstrap

**BACK-END** - Node.js, Express, PostgreSQL, Sequelize, MongoDB, Mongoose

## RELEVANT PROJECTS

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### EXPRESS CHEF

January 2020

- Search, save, create and categorize recipes in your own digital cookbook. Find and save ingredient substitutes, create shopping lists, and guide your meal planning with recommended recipes that maximize the ingredients already on your shopping list.
- Full-stack web application built in 1 week utilizing Node, Express, EJS, PostgreSQL, SQL/Sequelize, HTML/CSS (Bootstrap), and multiple API calls.

## EDUCATION

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**Software Engineering Immersive**, General Assembly, Seattle

February 2020

Full-stack web development graduate in an intensive, twelve-week, 450+ hour program.

**B.A. Journalism - Advertising**, The University of Georgia Honors Program

May 2012

## RELEVANT PAST EXPERIENCE

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**TARGETBASE**, CRM Marketing Agency, Raleigh, NC

January 2018 - May 2019

Senior Account Executive

- Shaped digital patient experiences across the respiratory prescription drug portfolio of a global pharmaceutical company. Partnered cross-functionally with database technology, analytics, project management, strategy, and creative teams to implement and measure 10+ highly targeted CRM programs.
- Led end-to-end development of 30+ email communications, 3 website registration experiences, 8 digital banners, 1 Facebook campaign, and 2 SMS programs over the course of 15 months.
- Supported the launch of a first-in-class drug, partnering with client and internal strategy leads to build a strategically-targeted and holistic patient experience across digital and mobile CRM channels. Facilitated development of emails, banners, and a website registration experience that drove awareness of a quarter of a million patients, reached 80K patients, and garnered 335K impressions, all prior to mass advertising efforts.
- Piloted the first patient-to-doctor digital feedback program within the respiratory portfolio, targeting 6K doctors. Partnered across client and agency teams to drive strategy, timing, budget, development build and deployment of a custom online patient survey and email communications targeting the sales force, doctors and patients.

**TPN RETAIL**, Retail & Shopper Marketing Agency, New York, NY

November 2013 - January 2018

Senior Account Executive

March 2015 - January 2018

Account Executive

November 2013 - February 2015

- Managed full project life-cycles of 3 sweepstakes for a national CPG produce brand, spearheading project deliverables, timelines and budgets. Partnered with UX/UI team and developers to create, test and measure 6+ promotional email communications, and 3 microsite landing pages with registration and user-generated content experiences, driving up to 12K entries and 2MM impressions per week.