KENNAN SALISBURY

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[LinkedIn](#) | [Portfolio](#) | [GitHub](#)

TECHNICAL SKILLS

- JavaScript
- React
- Node.js
- Express
- EJS
- HTML
- TypeScript
- Python
- SQL
- Sequelize (ORM)
- MongoDB (NoSQL)
- Mongoose (ODM)
- CSS
- Sass
- Materialize
- Material UI
- Bootstrap
- Reactstrap

EDUCATION

Software Engineering Immersive, General Assembly - Seattle, February 2020

An intensive, twelve-week and 450+ hour program teaching full-stack application development

B.A.: Journalism – Advertising, The University of Georgia Honors Program, May 2012

RELEVANT PROJECTS

MEET OUT : **TypeScript, React, Node.js, Express, MongoDB/Mongoose**

In one week, collaborated with two other developers to create a MERN Stack application that builds community around outdoor and fitness activities. Partnered closely with my teammates to plan wireframes and content, and build a decoupled app with a separated server and front-end. The key development pieces I owned:

- Mongoose + TypeScript data models, including referenced and embedded data
- Front and back-end functionality to join and leave other users' public events
- Front-end calendar where users can browse public activities, and view details like location and attendees

THE GIVING TREE: **React, Node.js, Express, SQL/Sequelize**

Developed a mobile-first web application in 3 days to connect people with the specific donation needs of non-profits or charitable organization. Users can view donation needs and goals from organizations, purchase specific items to donate, and see the tangible impact their contributions are making toward the organization's goals through interactive data visualization.

EXPRESS CHEF: **Node.js, Express, EJS, SQL/Sequelize**

Built a full stack web application that provides the everyday chef with a platform to easily search, save, create and categorize recipes in their own digital cookbook. Integrated two APIs and manipulated data to provide comprehensive search and recipe details, and also implemented local authentication and OAuth (pending Facebook approval).

PAST WORK EXPERIENCE

TARGETBASE, *CRM Marketing Agency,* Raleigh, NC
Senior Account Executive (January 2018 – May 2019)

- 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 30+ email communications, 3 website registration experiences, 8 digital banners, 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 patient experience across email, digital and mobile CRM channels that drove awareness of a quarter of a million patients, reached 80K patients, and garnered 335K impressions, all prior to mass advertising efforts.

TPN RETAIL, *Retail & Shopper Marketing Agency,* New York, NY
Account Executive/Senior Account Executive (November 2013 – January 2018)

- Led shopper marketing efforts for a portfolio of industry-leading brands in the Telecommunications, CPG, Alcoholic Beverage, and Pet industries.
- Partnered with UX/UI team and developers to create, test and measure digital components of 3 sweepstakes for a national CPG produce company. Spearheaded project deliverables, timelines and budgets for 6+ promotional email communications, and 3 microsite landing pages with registration and user-generated content experiences, which drove up to 12K entries and 2MM impressions per week.

MCGARRYBOWEN, *Creative Agency,* New York, NY
Assistant Account Executive (August 2012 - November 2013)
• Led day-to-day relationship with clients and internal teams in the development of editorial and visual content for a global airline's social media channels