

KENNAN SALISBURY

Seattle, WA

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

I am a purpose-driven software engineer who loves solving complex front-end and back-end challenges. With seven years of experience in advertising and client service, I have a strong foundation in communication, an obsession for detail, and a knack for inspiring cross-functional teams. I am passionate about creating tangible solutions that make an impact on those around me, and I am looking for opportunities to build digital tools that better lives.

TECHNICAL SKILLS

- JavaScript
- React
- TypeScript
- Python
- Node.js
- Express
- EJS
- HTML
- CSS
- SQL
- Sequelize (ORM)
- MongoDB (NoSQL)
- Mongoose (ODM)
- 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 WORK

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

Collaborated with two other developers to create a MERN Stack application that builds community around outdoor and fitness activities.

- Created Mongoose + TypeScript data models
- Developed functionality to join and leave other users' public activities
- Owned implementation of 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 multi-tier web application that connects users with charity donation needs, drives purchase of items for donation and displays the tangible impact of total and personal contributions.

- Constructed static and interactive data visualizations
- Built shopping cart functionality incorporating PayPal payments

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

Built a full stack web application that gives the everyday chef the ability to search, save and categorize recipes in their own digital cookbook.

- Integrated two APIs and manipulated data to provide comprehensive search and recipe details
- Implemented local authentication and OAuth (pending Facebook approval)

PAST 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 prior to mass advertising efforts.

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

- Led digital and in-store shopper marketing efforts for 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 company. Spearheaded project deliverables, timelines and budgets for 3 microsite landing pages with registration and user-generated content experiences, along with 6 promotional emails, all of 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