

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

## EDUCATION

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

February 2020

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

**BA: Journalism - Advertising,**

**The University of Georgia**

Honors Program, May 2012

## RELEVANT PROJECTS

### COVID-19 VOLUNTEER SITE: Node.js, Express, React, MongoDB/Mongoose

Worked with another developer and UX designer to build an application for an organization connecting volunteers making Personal Protective Equipment with organizations in need.

- Led and owned data modeling and back-end development
- Designed a restful API server that dynamically serves and modifies data according to type of user logged in on the front-end of the application

### 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

## PROFESSIONAL EXPERIENCE

**GENERAL ASSEMBLY, Education and Career Transformation, Seattle, WA**

**Teaching Assistant** (May 2020 - Present)

- Teach, support, mentor and inspire students in the Software Engineering Immersive program.
- Work daily with 35+ students on take-home assignments, in-class labs, project work and general programming concepts in JavaScript, HTML/CSS, Back-end and Front-end frameworks and libraries, SQL and NoSQL databases, and more.

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

**Senior Account Executive** (January 2018 - May 2019)

- Supported the launch of a first-in-class drug for a global pharmaceutical company, partnering cross-functionally with database technology, analytics, project management, strategy, and creative teams 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

**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