

# KENNAN SALISBURY

Seattle, WA

[kennansalisbury@gmail.com](mailto:kennansalisbury@gmail.com)

[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
- Git
- 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*

**BA: Journalism - Advertising,**  
**The University of Georgia**  
Honors Program, May 2012

## RELEVANT PROJECTS

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

Worked with another developer and UX designer to build an admin dashboard for a local 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 user profiles

### 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

## RECENT PROFESSIONAL EXPERIENCE

### **UNIVERSITY BEHIND BARS, Non-profit Organization, Seattle, WA** **Software Developer - Pro bono** (June 2020 - Present)

- Collaborating with a team of 3 developers and 2 UX designers to build a data and project management tool to track student data and financial aid processes for providing college-level education to incarcerated individuals
- Tech stack includes Node.js, React, MongoDB, and Sass

### **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 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/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