

Creative full-stack web developer passionate about the intersection of technology & design. Interested in web development opportunities to execute ideas and integrate my creative background.

## EDUCATION

### Web Development Immersive, General Assembly

April 2014 - July 2014

Three-month intensive program in full-stack Ruby on Rails web development.

### The Pennsylvania State University

May 2006

Bachelor of Science in Nutritional Sciences

## PROJECTS

### Cellarage, [cellarage.herokuapp.com](http://cellarage.herokuapp.com)

May 2014

Cellarage is a rails app that allows users to track inventory of wine collections and receive suggestions based on wine inventory.

Project 1 for General Assembly's Web Development Immersive. Technologies used: Rails, PostgreSQL, RSpec testing and one API.

## TECHNICAL EXPERIENCE

**Ruby, Rails, JavaScript, jQuery, AngularJS, D3.js, AJAX, PostgreSQL, Git, Heroku, RSpec, Jasmine**  
**Adobe Illustrator, Adobe Photoshop**

## EXPERIENCE

### TRACS, Inc.

October 2007 - April 2014

TRACS is a global sports marketing & event management company with a proven track record of creating and managing events & programs that exceed sales and marketing goals.

#### Creative Director

- Managed in-house design for all print, online, email, direct mail & tradeshow materials
- Designed industry-compliant websites for pharmaceutical & financial clients; well-versed in PhRMA guidelines
- Developed creative briefs for photography teams; managed post-production editing & distribution
- Managed 8 websites for healthy lifestyle events, with 10,000+ registrations per year
- Compiled web metrics using Google Analytics & Godaddy site analytics to track conversions, brand impressions & time on site
- Measured the effectiveness of marketing investments & tweak marketing campaign in real-time

#### Program Director, Emerging Elites

- Structured year-round programming for USA Track & Field club for 80 select high school athletes, including recruitment, application & interview
- Budgeted & forecasted club enrollment, secured sponsorships & training venues for 120 practices per year
- Executed marketing strategy to support a 60% tuition valuation increase in 12 months with 100% roster retention
- Rebranded the program: kicked off integrated marketing campaign with street teams, direct mail, targeted Facebook & Twitter marketing efforts to raise brand awareness & drive applications

#### Brand Asset Manager

- Produced events in Boston, Orlando, Denver, San Diego, Las Vegas and globally (Lisbon, Portugal; Montréal, Canada; Dubai, United Arab Emirates)
- On-site assistant event photographer

## INTERESTS

Development & design, typography, long exposure photography, running, winter mountaineering & Pittsburgh Steelers