

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

Pennsylvania State University

May 2006

Bachelor of Science in Nutritional Sciences

PROJECTS

Cellarage, cellarage.herokuapp.com

Wine collection inventory tracking with personalized recommendations.

Technologies used: Rails, PostgreSQL, RSpec testing and wine.com API

WDI Hub, wdi-hub.herokuapp.com

A visualization of General Assembly's students & their Github profiles & activity.

Technologies used: AngularJS, Rails API, PostgreSQL, CSS3 animations, Octokit API, RSpec & Protractor testing.

TECHNICAL EXPERIENCE

Ruby, Rails, JavaScript, jQuery, AngularJS, AJAX, PostgreSQL, Git, Heroku, RSpec, Jasmine, Protractor
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

- Designed industry-compliant websites for pharmaceutical & financial clients; well-versed in PhRMA guidelines
- 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 & managed marketing campaigns in real-time
- Managed in-house design for all print, online, email, direct mail & tradeshow materials
- Developed creative briefs for photography teams; managed post-production editing & distribution

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

ACCOMPLISHMENTS

Gold Medalist in Lightweight 4+ at Dad Vail Regatta • Head of Charles competitor • 2x Boston Marathon Qualifier • 1st in Age Group at Philadelphia Marathon • Performed in Houston Youth Symphony • Completed AMC Winter Hiking Program & Avalanche Training Course • Hiked in the Swiss Alps