amanda trexler

+amandatrexler1012@gmail.com   +New York, NY   +amandatrexler.com
+linkedin.com/in/amandatrexler   +github.com/mandytrex

+employment

General Assembly
New York, NY
Web Development Immersive | Jr. Web Developer
Oct 2014 – Jan 2015

- Built web applications using Ruby on Rails, HTML, CSS, JavaScript, JQuery, Backbone.js, and Sinatra
- Heavy use of Git and Github to focus on collaboration and version control
- Projects:
    - **Placeholder**
        A custom image placeholder service for web developers similar to sites like placekitten. Created with Ruby on Rails and incorporates the Bing Search API.
    - **Word Scramble**
        A word puzzle game, similar to Boggle, written in JavaScript, jQuery, & Ruby on Rails. Words are verified through a dictionary and game scores are saved for users.
    - **Workout Buddy**
        A fitness application created with JavaScript, jQuery, Ruby on Rails, Backbone.js, and Bootstrap. The application involved extensive setup of a PostgreSQL database to allow the intended user interactions.

Univision Communication Inc.
New York, NY
Digital Sponsorship Sales Coordinator
Feb 2014 – Oct 2014

- Digital sales & strategy support for the 2014 FIFA World Cup; managed a $31.5M budget
- Facilitated revenue growth across all the brands and products of Univision Digital
- Pioneered the tracking of digital RFP's via MS Excel and Salesforce in an effort to improve the media mix offering
- Tracked daily programmatic revenue for World Cup via TubeMogul and Google AdExchange
- Assisted media planners in pulling reports from third party ad servers for World Cup campaigns
- Responsible for managing the inventory of Takeover units on Univision.com during World Cup timeframe

AOL
New York, NY
Account Management Intern, ADTECH
Sep 2013 – Dec 2013

- Assisted account managers with invoicing, payout processes, and the compilation and analysis of data to create performance reports for employees and clients
- Prepared high-level performance reports for consumption by C-level executives and external clients
- Facilitated new campaign and publisher set-up in the MARKETPLACE user interface
- Maintained network's integrity by vetting websites to ensure they adhere to strict quality guidelines

Account Management Intern, Video
Jun 2013 – Aug 2013

- Maintained all Salesforce records, including inputting 200+ new accounts to increase efficiency
- Compiled reports for partners to showcase their performance over certain time periods
- Communicated professionally with over 70 partners in order to efficiently distribute payments

+awards & leadership activities

Cynopsis – Team of the Year, Univision Digital 2014 World Cup Team	2014
CUNY Baruch College, Dean's List	2013
Collegiate Association of Women in Business, VP of Marketing	May 2012 – May 2013
CUNY Baruch College, Teacher's Assistant	Sep 2011 – Dec 2011

+education

Baruch College, CUNY
BBA, Digital Marketing 2013

+skills

LANGUAGES
HTML
CSS
Ruby
JavaScript
SQL

FRAMEWORKS
Backbone.js
Ruby on Rails
Sinatra

OTHER
Postgresql
AJAX
API's
RSpec
Jasmine
Git
Heroku
Microsoft Office
Salesforce
comScore
Google Drive
Marketing
Advertising