

# amanda trexler

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## + employment

### General Assembly

Web Development Immersive | Jr. Web Developer

New York, NY

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.

Digital Sponsorship Sales Coordinator

New York, NY

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

Account Management Intern, ADTECH

New York, NY

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

Bootstrap

### OTHER

Postgresql

AJAX

API's

RSpec

Jasmine

Git

Heroku

Microsoft Office

Salesforce

comScore

Google Drive

Marketing

Advertising