# Marc Wright
## Digital Marketer Turned Code Addict

## Experience

**2014 – Pres.**  **Instructor – Web Development Immersive**
*General Assembly · Atlanta, GA*
· Teach full-stack web development and computer science
 topics to 17+ students in an immersive setting
· Design and curate curricula to fit market demand
· Launched the Atlanta market with a heavy emphasis on
 business development and community outreach
· Grew campus to 15+ employees and a 90 NPS score.
· Coordinate with lead instructors to ensure effective
 reinforcement of the concepts and technologies covered, including OOP,
 Ruby, Ruby on Rails, JavaScript, jQuery, Angular.js, SQL, and TDD/BDD

**2013**  **Marketing Coordinator**
*CrownPeak · Los Angeles, CA*
· Planned and implemented SEM and SEO campaigns
· Produced CEO webinars, keynote addresses and product demo promotions
 at conferences
· Designed and managed email promotional campaigns, landing pages and
 survey forms using HTML and CSS
· Analyzed and reported web analytics though Google Analytics, Act-On and
 CRM platform Salesforce.com
· Maintained company website and social media outlets (Twitter, LinkedIn,
 Facebook, YouTube) using Hootsuite

**2007-2013**  **Director of Operations**
*HighPoint Associates · Los Angeles, CA*
· HPA is a management consultancy led by former McKinsey and BCG
 professionals that grew four fold in my tenure
· Managed company branding and marketing including strategic vision, value
 proposition, and website
· Produced marketing collateral including business cards, printed materials
 and Website using Adobe Suite
· Led installation & execution of technology platforms, including ADP,
 QuickBooks, Salesforce.com & Bullhorn
· Extensive use of new media and social networking sites for recruiting and
 job posting

**2003-2006**  **Communications Specialist and Executive Assistant**
*Walt Disney Company and DZN Design Group  · Los Angeles, CA*
· Managed customer acquisition and customer retention including marketing
 (positioning, PR, advertising, branding, external communication), customer
 support, user education and community experience

## Contact Information

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## Skills

Front-End Web Development
HTML5, CSS3, JavaScript,
jQuery, AJAX, JSON, SASS

Back-End Web Development
Ruby, PostgreSQL, MongoDB,
RSpec, Jasmine, Capybara

Web Frameworks
Ruby on Rails, Sinatra,
AngularJS

Methodologies
TDD, BDD

Management
git, GitHub

Content Management Systems
Wordpress

## Education

Degree: B.A. Communications
Cal State University Los Angeles

Web Development Immersive 2013
General Assembly, Los Angeles, CA

Graduate coursework in Quantitative
Analytics and Organizational
Development
Pepperdine University