

MARC WRIGHT

marc.wright@gmail.com • 205-405-1042 • www.marcwright.com • <https://github.com/marcwright>

SUMMARY

- **Full Stack Web Developer** with a passion for mobile technology who is proficient in an array of scripting languages and multimedia Web tools.
- Experienced **Digital Marketer** in B2B SEO/SEM Email Campaigns.
- Senior **Operations** professional with strong client skills and a proven ability to grow businesses.

TECHNICAL SKILLS

PROGRAMMING: Ruby on Rails, JavaScript, CoffeeScript, AngularJS, NodeJS, HTML, CSS, XML, jQuery

ADDITIONAL WEB TOOLS: Pivotal Tracker, Agile Development, GitHub, PostgreSQL, MongoDB, TDD/BDD, RSpec, AJAX, API Integration, Unbounce, Wordpress, Bootstrap, Zurb Foundation

PROFESSIONAL EXPERIENCE

GENERAL ASSEMBLY, Atlanta, GA and Santa Monica, CA, 2014

Instructor, Web Development Immersive

General Assembly transforms thinkers into creators through education and opportunities in technology, business, and design.

- Teach full-stack front-end, back-end web development and associated computer science topics to students in an immersive setting.
- Interview, hire and coach instructors.
- Design and curate curricula to fit the local employer demand.
- Conduct student admissions interviews and maintain records to ensure educational compliance.
- Currently launching the new Atlanta market with a heavy emphasis on business development and community outreach.
- As the first employee, have grown the Atlanta campus to 15+ employees and a 90 NPS score.

CROWNPEAK TECHNOLOGY, Culver City, CA, 2013

Marketing Coordinator

CrownPeak is a SaaS web content management system (CMS) for enterprise companies.

- 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 through Google Analytics, Act-On and CRM platform Salesforce.com.
- Maintained company website and social media outlets (Twitter, LinkedIn, Facebook, YouTube) using Hootsuite.

HIGHPOINT ASSOCIATES, Los Angeles, CA, 2007-2013

Director of Operations

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.

WALT DISNEY COMPANY / DZN DESIGN GROUP, Los Angeles, CA, 2001-2006

Communications Specialist and Executive Assistant

- Managed customer acquisition and customer retention including; marketing (positioning, PR, advertising, branding, external communication), customer support, user education and community experience.

EDUCATION

GENERAL ASSEMBLY, Web Development Immersive 2013

PEPPERDINE UNIVERSITY, Graduate coursework in Quantitative Analytics and Organizational Development

CALIFORNIA STATE UNIVERSITY LOS ANGELES, B.A. Telecommunications and Film