

Marina Del Conte

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BACKGROUND SUMMARY:

Recent graduate from the University of Pennsylvania full-stack web development certificate program, who is leveraging their experience in marketing and communications to provide a unique perspective to businesses. Self-driven and goal-oriented individual highly skilled at written and verbal communications, digital marketing, editing, attention to detail, and content development. Passionate about problem solving, learning new skills, and working to build projects in tech with a client-first mindset.

EDUCATION:

Certificate, Full Stack Web Development
University of Pennsylvania, 2023

Graduate Certificate, Digital Marketing and Marketing Analytics
Cornell University, 2020

Bachelor of Arts (Cum Laude), Department of Communication Studies
West Chester University of Pennsylvania, 2017

PROJECTS

Travel Tracker

Worked in collaboration with Cynthia Huertas and Stephen Reuterskiold

- An interactive web application that allows users to keep track of their travel destinations on a digital map
- Tools: HTML, CSS, JavaScript, Bulma, MySQL, Sequelize, Insomnia, GitHub

WeatherApp

Sole author

- Weather app that provides current and future weather forecasts for a city that is searched
- Tools: HTML, CSS, JavaScript, jQuery, Weather Map API, Bootstrap, GitHub

PROFESSIONAL EXPERIENCE:

The Haverford Trust Company

April 2022-May 2023

Marketing Communications Coordinator

- Developed content for marketing initiatives including collateral, web, social media, and presentations.
- Planned, created, and scheduled social media content for LinkedIn using the Hootsuite scheduling platform.
- Assisted with the writing, editing, project management, and overall completion of RFP's, DDQ's and RFI's.
- Gathered, analyzed, and distributed traffic reports and other data from social media, email marketing campaigns, company website, and digital advertising.
- Created, posted, and updated content to the company website using WordPress, including marketing commentaries, economic outlooks, media alerts, employee spotlights, event updates, etc.

Chartwell Investment Partners

April 2021-April 2022

Marketing Associate

- Updated quarterly marketing materials including fact sheets, commentaries, and presentation books.
- Assisted Portfolio Managers, Analysts, and other internal stakeholders with ad-hoc marketing requests.
- Maintained external databases including eVestment, Mercer, MoneyManager, and Broadridge.
- Ran monthly and quarterly reports out of APX, FactSet, and eVestment.
- Created and posted social media content for the company's LinkedIn page.
- Assisted as needed with the completion of RFP's, DDQ's and RFI's.

The Vanguard Group

January 2018-November 2020

Operations Associate

- Processed sensitive financial and clerical client requests.
- Actively communicated with clients and both internal and external business partners.
- Edited the Purchases and Account Services department-wide newsletter.
- Regularly reviewed and edited manual instructions to improve overall process.
- Served as a coach to new-hire employees and developed training materials.
- Co-lead for producing monthly regulatory reports sent to FINRA.

TECHNICAL SKILLS

- | | |
|-------------------|--------------|
| • JavaScript ES6+ | • Insomnia |
| • CSS3 | • React |
| • HTML5 | • Node |
| • SQL | • Handlebars |
| • NoSQL | • jQuery |
| • GitHub | • Bootstrap |
| • MongoDB | • Bulma |
| • MySQL | |
| • Express | |

ADDITIONAL SKILLS:

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|-----------------------------------|---------------------|
| • Microsoft Office Systems | • Vimeo |
| • Windows & Mac Operating Systems | • Salesfusion |
| • Outlook | • Adobe InDesign |
| • HubSpot | • Adobe Illustrator |
| • Canva | • Camtasia |
| • WordPress | • Hootsuite |