

Mike Gutierrez

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Education

Bachelor of Arts

September 2006 – December 2010

Double Major:

Sociology

Criminology and Criminal Justice

University of Maryland, College Park

Employment

Front End Software Engineer, SteelHouse

January 2016 – March 2017

Los Angeles, California

- Optimized SteelHouse's proprietary front end XML based language, A², by developing features in Coffeescript, React, and LESS with the Gulp build system
- Developed components for a full-scale creative library, providing clients with creative templates to design advertising campaigns. Technology used in this project includes ES6, React, Redux, LESS, ESLint, Intercom and Webpack
- Built out UI for SteelHouse Advertising Suite at a fast pace to meet business needs while maintaining high quality coding standards. This required collaboration with back end engineers to implement API endpoints and a flexible relationship with product developers to meet our client needs as soon as possible. Tech stack for this product includes ES6, React, Redux, LESS, ESLint, Intercom and Webpack
- Strategized requirements for the A² WYSIWYG creative tool, enabling clients to build advertising campaigns with their own content ranging from Instagram images to YouTube videos without the need to write code
- Contributed to a proprietary React component library used across multiple products
- Wrote unit tests using Enzyme
- Participated in Agile, attending scrum, sprint planning and retroactive meetings

Creative Development Lead, SteelHouse

February 2014 – January 2016

Los Angeles, California

- Hired, trained and led a team of five developers to code retargeting ad units and emails using HTML, CSS and SteelHouse's proprietary language, A²
- Coordinated with Engineering and Client Services teams to prototype, design and develop an A² QA testing tool. Assisted in product rollout by strategizing workflows between Account Management and Creative teams
- Encouraged A² team to expand their development experience by incentivizing the completion of education programs covering Javascript, CSS and Git
- Expanded A² team's responsibilities to include group collaborative projects where the team refreshed the SteelHouse creative demo site and built a creative brief database
- Coded prototype ad units to improve A² and teamed up with software engineers to incorporate new features into the language

Creative Developer, SteelHouse

April 2013 – February 2014

Los Angeles, California

- Developed dynamic retargeting ad units using HTML, CSS and SteelHouse's proprietary language, A²
- Managed team of three remote contractors writing HTML, CSS, Javascript and A²
- Improved A² animation capabilities by introducing the use of CSS3 and Javascript
- Designed and developed A² demo website using HTML, CSS and JQuery
- Collaborated with Art Director and Creative Director to set design standards and create internal workflows for ad unit testing and development
- Created archive for all code developed in A² to serve as a reference library for developers

Digital Marketing Coordinator, Leading Authorities, Inc.

December 2011 – March 2013

Washington, District of Columbia

- Managed and designed company website using HTML, CSS, and the DotNetNuke content management system
- Directed 2013 marketing internship program
- Conducted analytic web research on a weekly and monthly basis. Presented findings to managers and executives at weekly marketing meetings to support data driven marketing initiatives
- Managed all SEO efforts by building links to company homepage and strategically using targeted keywords increasing organic traffic by 36% between 2011 and 2012
- Created and managed Google AdWords campaigns for local and international offices generating an average of 1,400 paid visits per month
- Managed social media strategy on Facebook, Twitter, YouTube, and LinkedIn generating an average of 400 visits per month to Leading Authorities' website in 2012
- Managed speaker and client profiles using Microsoft CRM
- Customized CRM dashboards for sales, events, and marketing teams
- Collaborated with talent to create and update marketing material
- Compiled weekly sales estimate reports and end of week sales and marketing reports

Technical Skills and Interests

- React, Redux, Javascript, ES6, JQuery, CSS, HTML, LESS, Bootstrap, Webpack, ESLint, Git, Agile, JIRA, Zendesk
- Drummer of 21 years, health enthusiast and music lover

References available upon request