

NICHOLAS BLOCK

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EDUCATION

Northwestern University Masters Integrated Marketing Communications Data analytic focus to inform brand strategy and provide single voice customer-centric communications	Sept. 2018 - Current
Dev Bootcamp 19-week intensive coding bootcamp for full stack web development. Ruby. Ruby on Rails. Javascript. SQL. jQuery. AJAX. Agile workflow. Test-Driven Development.	Mar. 2016 - Sept. 2016
Creative Circus Eight week intensive creative advertising bootcamp in Atlanta, GA.	June 2015 - Aug. 2015
The University of Iowa BA Health and Human Physiology 2015	Aug. 2011 - Aug. 2015

EMPLOYMENT

PowerReviews - Implementation Engineer - Chicago, IL <ul style="list-style-type: none">Customized PowerReviews' standard Javascript-based review SaaS solution to fit individual clients' desires and their software configurationsUpgraded current clients to a new version of the software (old daily content ZIP delivery to new real-time API-based solution)Translated difficult technical concepts into easy to understand layman's terms for non-technical users over the phone and emailManaged the PowerReviews Demo Store on Shopify's eCommerce platformCreated the 'Contact Us' form on Help site using Heroku, Heroku CLI, Sendgrid API, and Rails. Refactored for ActionMailer and Mailchimp SMTPCreated dashboard with jQuery and AWS S3 to monitor API data delivery for engineering teams	Jan. 2018 - Dec. 2018
Technical Support Engineer - Chicago, IL <ul style="list-style-type: none">Debugged Javascript-based review solution with both front-end tools (Chrome Developer Tools) and back-end tools (PostgreSQL, Postman)Developed Bash and Ruby scripts to analyze large amounts of CSV and XML data from AWS S3 by using AWS CLI to extract and troubleshoot dataLogged and prioritized bugs and enhancements through JIRA to contribute to continuous product improvementsWrote internal and external documentation for the company's SEO best practicesMain support contact for Platinum level clients (ie. GSK, Estee Lauder, Toys R Us, VF Corporation)Closed 600+ cases with an NPS score of 4.78/5 from 95 client responses with no score less than 4	Mar. 2017 - Jan. 2018
Dev Bootcamp - Student - Chicago, IL <ul style="list-style-type: none">Rapidly learned new coding languages for full-stack web development (HTML, CSS, Javascript, jQuery, Ruby, SQL)Participated in their Engineering Empathy program	Apr. 2016 - Sept. 2016
The Chopping Block - Class Assistant - Chicago, IL <ul style="list-style-type: none">Prepared appetizers for guests and served alcohol to patrons during classes and partiesInstructed patrons on cooking skills during parties while leading a recipe(s) stationAssisted leading cooking bootcamps for kids and adults alike	Oct. 2015 - Dec. 2015

SKILLS

HTML/CSS, Javascript, Ruby, Rails, SQL, jQuery, AJAX, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Testing frameworks (RSpec + Jasmine), Salesforce, DB Visualizer, Postman, JIRA, AWS (EC2/S3/CLI), Sass, Shopify, UNIX, Microsoft Office Suite, Chrome Developer Tools, Technical Writing, Software Implementation, Agile Workflow, Basecamp, Heroku/Heroku CLI, Google Search Console, Google Analytics, SEO, WordPress, SaaS Implementation, Tableau

PROJECTS

Hansa Marketing Services Freelancing <ul style="list-style-type: none">Keyword Research and Competitive Analysis using SEMRushOngoing consulting for SEO using Google Analytics and HubSpot	July 2019 - Current
Demo Solutions LLC Freelancing <ul style="list-style-type: none">Video editing using Adobe Premiere Pro and Envato Elements to create demo videos for the company's clientsManaging Wordpress site designUsing Google Search Console and Google Analytics to guide better SEO implementation and practices	May 2019 - Current
Northwestern University Retail Analytics Council <ul style="list-style-type: none">Updated an existing Wordpress site for annual conferencePoint of contact for any future updates needed	July 2017 - July 2017
Recip-E 2016 Dev Bootcamp Salamanders Phase 3 Final Project <ul style="list-style-type: none">Team of four created and deployed a cross-platform mobile-first home cooking app in eight days with unfamiliar languages - Angular and IonicDeveloped the Add Ingredient page using Angular directivesDesigned the Javascript and Rails interface responsible for persisting clean data so a user could add, update, and delete items from their pantryDeployed to iPhone using Xcode for UX and UI testingCreated keynote presentation for the pitch at graduation	Sept. 2016