

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	Sep. 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 - Sep. 2016
Creative Circus Eight week intensive creative advertising bootcamp in Atlanta, GA.	Jun. 2015 - Aug. 2015
The University of Iowa BA Health and Human Physiology 2015	Aug. 2011 - May 2015

EMPLOYMENT

PowerReviews - Implementation Engineer - Chicago, IL <ul style="list-style-type: none">Customized PowerReviews' standard Javascript-based review SaaS solution to fit clients' desires and software configurationsUpgraded current clients to new version of software (old daily content ZIP delivery to new real-time API-based solution)Translated difficult technical concepts into layman's terms for non-technical users over phone and emailManaged the PowerReviews Demo Store on Shopify's eCommerce platformCreated '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 full-stack 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 extracted via AWS CLI and FTP/SFTPLogged and prioritized bugs and enhancements through JIRA to contribute to product improvementsWrote internal and external documentation for company's SEO best practicesMain support contact for Platinum 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 Engineering Empathy focused on educating the whole person	Apr. 2016 - Sep. 2016
The Chopping Block - Class Assistant - Chicago, IL <ul style="list-style-type: none">Instructed patrons on cooking skills during parties while leading a recipe(s) stationPrepared appetizers for guests and served alcohol to patrons during classes and partiesAssisted leading cooking bootcamps for kids and adults alike	Oct. 2015 - Dec. 2015

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	Jul. 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	Jul. 2017 - Jul. 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 a pantryDeployed to iPhone using Xcode for UX and UI testingCreated keynote presentation for the pitch at graduation	Sep. 2016

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, UNIX, Microsoft Office Suite, Chrome Developer Tools, Technical Writing, SaaS Implementation, Agile Workflow, Basecamp, Heroku/Heroku CLI, Google Search Console, Google Analytics, SEO, WordPress, Tableau