



PETER DUKE

WEB DEVELOPER

CONTACT



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PROFILE

A former marketer turned full stack developer after working in the tech industry for four years. During that time helped clients and companies reach new customers with their brand. Took the leap into web development after pursuing programming for the past two years and never growing tired of learning a new concept or language. Now looking to have a greater impact by building software that enhances people's quality of life.



SKILLS

- | | | | |
|-----------------------------|-------|----------------------|-------|
| • Ruby on Rails | ★★★★★ | • Git / Github | ★★★★★ |
| • Javascript (AJAX, jQuery) | ★★★★★ | • Heroku | ★★★★★ |
| • React.js | ★★★★★ | • PostgreSQL, SQLite | ★★★★★ |
| • TDD (RSpec, Jasmine) | ★★★★★ | • OOP | ★★★★★ |
| • HTML5/CSS3 | ★★★★★ | • Project management | ★★★★★ |



PROJECTS

Devconnect | SEPT 2016

Selected as team lead for Devconnect, a hub for Dev Bootcamp graduates to connect and flourish in its thriving community plus extend the culture of learning through mentoring.



EXPERIENCE

NEW RELIC | FEB 2014 - MAY 2016

SENIOR PROGRAMS SPECIALIST | AUG 2015 - MAY 2016

- Developed a multi-channel marketing nurturing flow for SMB sized customers
- Produced 1-2 webinars monthly, cross-functionally that contributed to over \$110k in attributed sales pipeline
- Acted as internal consultant to other departments for producing, promoting, and live distribution of webinars including post-webinar analysis, attendee and sales follow up
- Worked cross-functionally to develop targeting and nurturing strategies with customers, partners, sales and marketing teams in order to accelerate sales pipeline

MARKETING PROGRAMS SPECIALIST | FEB 2014 - AUG 2015

- Queried business data using PostgreSQL, NRQL (New Relic Query Language), and R scripts
- Managed all LinkedIn advertising and created a total of 1100+ marketing qualified leads with text ads, spotlight ads, and sponsored updates over the period of 3 quarters
- Extended further education by receiving a certification from Learning Tree in Visual Basic programming for Excel in order to streamline analysis, and reduce report run-time

BLUE MARKETING SOLUTIONS | MAY 2012 - FEB 2014

MEDIA SPECIALIST | JAN 2013 - FEB 2014

- Implemented media planning and buying for both Technology and Healthcare verticals in domestic and international regions

PAID SEARCH SPECIALIST | JUN 2012 - JAN 2013

- Managed over \$30,000/month Adwords budget for both awareness and lead generation campaigns

ACCOUNT COORDINATOR | MAY 2012 - JAN 2013

- Assisted Account Directors in campaign planning, logistics, pitch presentations and market analysis related to digital, print, out-of-home and thought leadership events.



EDUCATION

DEV BOOTCAMP | 2016

FULL STACK DEVELOPMENT

SAN FRANCISCO STATE UNIVERSITY | 2012

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION