Tricia Norris, MBA, CSPO, CSM

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Summary

Full Stack Web Developer with extensive experience in marketing and two years wholly dedicated to two online properties. Effective at combining creativity and problem solving to develop user-friendly applications. A recent project was a MERN stack application using MongoDB, Express, ReactJS, and NodeJS. Proficient in collaborating with stakeholders, vendors and clients using Agile methodologies.

Technical Skills

- HTML, CSS, Bootstrap, Javascript, jQuery, Wordpress, ReactJS, MongoDB, MySQL, CLI, NodeJS, MomentJS, Adobe CQ5, Figma, Git, Github, Heroku
- Agile Methodologies, Web Strategy, Project Management, Adobe CC-Photoshop, Email Marketing, Metrics

Highlights

Full Stack MERN Application | github.com/plnorris97/getoutsiderva | getoutsiderva.herokuapp.com
Lead/Full-Stack Developer: Get Outside RVA
Get Outside RVA connects Richmonders and tourists to the outdoor activities and locations in RVA.

- Developed concept and managed set up of database, server, components, and deployment
- MERN stack: MongoDB, Express, React and Node; Reactstrap; Material Design Bootstrap

Redesign/Redevelopment of Two B2B Websites | Genworth Financial
Product Owner: Index Institute, The LTC Source
The websites were redesigned to better provide product information/resources to agents in the field.

- Index Institute: Included 73 components and pages; Increased policy illustrations by 77%
- LTC Source: Included 83 components and pages; Partnered to develop Product Selector tool

Work Experience

Developer Apprentice – Maxx Potential – *Richmond, VA*   4/2019 – Present
- Develop Wordpress websites to client specifications and customize theme as necessary
- Provide QA, operational, and maintenance support for clients either in Wordpress or another CMS

Marketing Manager – Talking Monkey Media – *Richmond, VA*   7/2018 – 12/2018
- Project managed client websites while coordinating between client, design, and developer resources.
- Managed client social media campaigns creating strategy, executing design, and reporting metrics.

Principal/Head Marketer – Norris Consulting, LLC – *Richmond, VA*   3/2016 – 11/2018
- Designed and built client websites using the Wordpress client.
- Developed client marketing plans to include strategic and tactical approaches.

Marketing Manager – Profiles (Capital One) – *Richmond, VA*   6/2016 – 12/2017
- Managed sales and trade show team projects in a cross-functional Agile environment.
- Partnered with Affiliates client development team to identify synergies in strategy and execution.

Marketing Specialist – Genworth Financial – *Richmond, VA*   12/2011 – 4/2016
- Led redesign and redevelopment of two B2B websites in Agile environment using Adobe CQ5 CMS.
- Improved relationship with web and marketing teams-reduced web requests from 1-2 weeks to 1-3 days.

Education

- **University of Richmond**, *Richmond, VA* – Full Stack Web Development Bootcamp
- **Virginia Commonwealth University**, *Richmond, VA* – Master of Business Administration
- **Elon University**, *Elon, NC* – Bachelor of Arts