

Tricia Norris, MBA, CSPO, CSM

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LinkedIn: www.linkedin.com/in/tricianorris | Github: github.com/plnorris97 | Portfolio: plnorris97.github.io

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.
- Developed numerous projects including online portfolio from scratch using HTML, CSS, and other languages and frameworks.
- 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, ReactJS, MongoDB, MySQL, CLI, NodeJS, MomentJS
- Wordpress, Adobe CQ5, Figma, Git, Github, Heroku, Browserstack
- Agile Methodologies, Web Strategy, Project Management, Adobe CC-Photoshop, Email Marketing, Email and Web Analytics

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

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

Featured Class Projects | github.com/plnorris97 | plnorris.github.io

Student at University of Richmond Full Stack Web Development Bootcamp

Fridge2Table – Team Project My role: Front End – HTML/CSS Bootstrap, NodeJS, MySQL, Express, Sequelize	Train Scheduler HTML, CSS, Bootstrap, JavaScript, jQuery, MomentJS	Wine[O] – Team Project My role: Front End – HTML/CSS HTML, CSS, Bootstrap, JavaScript, jQuery API, Firebase, Chart.js
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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

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Work Experience

Technology Apprentice – Maxx Potential – *Richmond, VA* 4/2019 – Present

- Support agency, small business, and non-profit clients with web design and development needs.
- Develop Wordpress websites to client specifications and customize theme using CSS as necessary.
- Client: Mary Elizabeth Ames, Author – www.maryames.org (2019).
- Provide QA website testing, operational, and maintenance support for clients in Wordpress or another CMS like Drupal.

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 using Canva to design and develop social media graphics and messaging.

Principal/Head Marketer – Norris Consulting, LLC – *Richmond, VA* 3/2016 – 11/2018

- Designed user experience and built client website using the Wordpress client through use of chosen WP theme, including graphic manipulation.
- Managed client email campaigns from design to execution in MailChimp platform including graphic manipulation.
- Developed client marketing plans to include strategic and tactical approaches.
- Client: Knight Magee Insurance – www.kmicoverage.com (2016-2018).

Marketing Manager – Profiles (Capital One) – *Richmond, VA* 6/2016 – 12/2017

- Managed sales and trade show team projects in a cross-functional Agile environment.
- Coordinated with the Digital Messaging team to fulfill Spark card business lane email requests.
- Partnered with Affiliates client development team to identify synergies in strategy & execution.

Marketing Specialist – Genworth Financial – *Richmond, VA* 12/2011 – 4/2016

- Led redesign and redevelopment of two B2B websites, The Index Institute and LTC Source, 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.
- Developed concept-based email campaign to better promote company products to Producers; this content grouping informed website (The Index Institute) layout and design.
- Managed website monthly subscription email sent to subscribers of The Index Institute according to the content calendar and schedule; increased email click to open rate by 7.4% (2015 vs. 2014).
- Managed Producer partner on your behalf email campaigns sent to Producers including, but not limited to, email and website metrics to measure awareness and conversion; often managing 10 active campaigns at one time.

Additional Job History Available Upon Request