RACHAEL SALTER
WEB DEVELOPER

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rachaelsalter.com

"Success is the sum of small efforts repeated day in and day out."
- Robert Collier

PROFESSIONAL PROFILE

My passion began many years ago with web design and evolved into a curiosity for how to "build stuff". I love being immersed in the programming world and am seeking a Web Developer opportunity. I am dedicated to learning my craft and would love to contribute to a team while building upon my current skill set.

Skills include:

Full-Stack Web Development, Object-Oriented Programming / Test Driven Development / Digital Project Management / Online Marketing Collateral / Graphic Design

TECHNICAL SKILLS

Languages: Ruby, HTML5, CSS3, Javascript

Frameworks & Tools: Ruby on Rails, jQuery, PostgresSQL, Heroku, AWS, Twitter Bootstrap, Git / Github, WordPress, Middleman, Photoshop

EDUCATION

Syracuse University, Syracuse, NY, 2003- 2007
Martin J. Whitman School of Management
Bachelor of Science; Entrepreneurship & Emerging Enterprises
Dean's List

WORK EXPERIENCE

Biz Dev Now, Elkins Park, PA / Remote, March 2014 - January 2016
Web Developer / Digital Project manager
Managed and developed WordPress websites and marketing for small and medium-sized businesses.
- Customized WordPress themes with hand-coded HTML5 & CSS3
- Converted PSD and wireframes to HTML5 & CSS3
- Designed UI interfaces with Balsamiq wireframing tool
- Created web banners, ads, flyers and business cards with Photoshop
- Optimized client sites for speed and used on-site SEO best practices
- Set-up email marketing campaigns and designed newsletters in Aweber
- Sourced and hired additional freelance web developers, graphic designers and content writers

SmartsiteMovement, Aug 2012 - Sep 2014
Founder
Created custom standalone mobile website for small businesses.
• Transferred design and content from desktop site into a mobile-friendly version
• Set-up mobile coupon and loyalty programs
• Client acquisition, maintenance and training

Progressive Business Publications, Malvern, PA, Feb 2011 - Sep 2012
Market Analyst
• Customized HTML landing pages and optimized conversation using A/B testing
• Managed online lead generation campaigns for Fortune 500 to mid-sized companies
• Revised marketing copy for struggling email marketing campaigns to improve lead generation results

FedSources, Washington, DC Metro, 2010 - 2011
Market Intelligence Analyst
Tracked and analyzed federal government contract opportunities released by U.S. Navy agencies; Conducted in-depth internet and primary research for clients; Built professional relationships with Navy Contracting Officers; Attended industry conferences and published reports for company website.

Help Unlimited Temps & Office Team, Washington, DC Metro, 2008 - 2009
Administrative Assistant
Temp Assignments:
DC Housing Finance Agency
Provided assistance to public regarding real estate buyer program and admin support to agency.
Giuliani Associates Architects Inc.
Data entry, AP/AR, payroll assistance, project folder maintenance.

ComputerTraining.com, Newark, DE, 2007 - 2008
Assistant Director of Admissions
Conducted education sales for Microsoft Certification Program; Managed large database of potential student leads and schedule campus visits for Director of Admissions; Provided solid follow-up with potential students. Met and exceeded student enrollment goals.

PROFESSIONAL DEVELOPMENT
Web Development, Algorithm, and Data Structures Foundations - Firehose Project, June - Oct 2015

An intensive 15-week program in which I studied to become a web developer / programmer. I learned how to develop web applications, break down complex problems into more manageable pieces and many tools of the trade.

• Learned how to build-out CRUD Rails apps following standard Rails conventions (without scaffolding), involving mailers, validations, image uploading on AWS S3 and nested RESTful routes

• Implemented tests using MiniTest's Test::Unit Syntax for both unit and functional tests

• Learned front-end development fundamentals and implemented responsive design in web applications