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Rob Christopher Atalla

CAREER SUMMARY	A driven and tech-savvy software developer with nearly a decade of marketing experience, and a certificate in full stack web development from the University of Kansas. In addition to being teachable, personable, and facilitative, has organically sourced hundreds of clients, maintained thousands of vendor relationships, negotiated multi-million-dollar contracts, and continuously managed a profitable P&L. Most noteworthy accomplishments are making people smile and being a great cook.

TECHNICAL SKILLS

- HTML, CSS, JavaScript
- Node.js, Express.js
- RESTful APIs
- SQL, Sequelize

- MongoDB, MongoDB Atlas, Mongoose
- Webpack, React JS, GraphQL
- Jest, Insomnia, Inquirer
- ORM, MVC, PWA, MERN

SKILLS & ABILITIES

- Graphic design - Figma
- Project management
- Context switching
- Presentation delivery

- Contract negotiation
- Solution / enterprise-level sales
- Vendor management
- Pricing analysis

PROJECTS

CODE COMMAND | November 2021
FRONT END DEVELOPER / ASSISTANT PROJECT MANAGER
GitHub: **github.com/ratalla816/code-command**
Deployment: **code-command-team.herokuapp.com**

- Worked on a team of two front end developers, and two back end developers.
- Developed project theme, title, and content.
- Selected, sized, and inserted images.
- Conducted daily standup meetings - reconciled progress with timeline goals, user story and mockup, then communicated results to Project Manager.
- Worked on component and container files extensively - assisted back end developers when needed.

FORGE | September 2021
PROJECT MANAGER / FRONT END DEVELOPER / FLOATER
GitHub: **github.com/ratalla816/Forge**
Deployment: **forge-team.herokuapp.com**

- Managed a team consisting of two front end developers, and two back end developers.
- Prepared and analyzed all requirements and necessary documentation.
- Created mockup using Figma.
- Designed workflow model and established timelines.

- Conducted daily standup meetings - reconciled current progress with timeline goals, user story and mockup, then adjusted workflow accordingly.
- Primarily worked on HTML, CSS, JavaScript, and Handlebars, assisted back end developers when needed.

EXPERIENCE

BUSINESS DEVELOPMENT MANAGER
Western Logistics Express | North Kansas City, MO
April 2021 - September 2021
- Successfully negotiate contracts with NAPCO Precast for 2,600 shipments over six months with margin yield of $520,000, and $3M top-line revenue.
- Create relationships within client organizations through cold calling, network lead prospecting, and email campaigns.
- Analyze market data and trends to develop customer pricing strategies.
- Creatively source and manage vendors.
- Effectively serve as sales coach and accountability partner for new hires.
- Left in September 2021 to finish full stack web development program.

ACCOUNT EXECUTIVE
Freightquote / C.H. Robinson | Kansas City, MO
May 2014 - April 2021
- Seize single-source opportunities through leveraging proprietary enterprise SaaS solutions. (Enterprise TMS and Freightview).
- Produce over $1M in gross margin by moving over 1000 truckloads for Spears Manufacturing, making them a division top-ten account.
- Demonstrates ability to negotiate resources and priorities with multiple stakeholders in order to drive business results.
- Successfully scale client book to over 100 active accounts.
- Oversee completion of day-to-day customer commitments, also maintained service levels through use of metrics and analytics.
- Conduct quarterly business reviews.

EDUCATION

November 2021
CERTIFICATE – FULL STACK WEB APPLICATION DEVELOPMENT – 4.0 GPA
The University of Kansas, Lifelong & Professional Education, Lawrence, Kansas

March 2022
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - 3.71 GPA
California Coast University, Santa Ana, California