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rob.atalla@gmail.com

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
- Third-party and server-side 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
- Soft skills
- Contract negotiation
- Solution based sales
- Vendor management
- Pricing

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 and title.
- Selected, sized, and inserted images.
- Conducted daily standup meetings - reconciled current progress with timeline goals user story and mockup, then adjusted workflow accordingly.
- Primarily worked on React and 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 |

Apr 2021 - Sept 2021

- Successfully negotiated contracts with NAPCO Precast for 2,600 shipments over six months with margin yield of $520,000, and $3M top-line revenue.
- Created relationships within client organizations through cold calling, network lead prospecting, and email campaigns.
- Analyzed market data and trends to develop customer pricing.
- Creatively sourced and managed vendors.
- Served effectively as sales coach and accountability partner for new hires.

ACCOUNT EXECUTIVE

Freightquote / C.H. Robinson | Kansas City, MO |

May 2014 - Apr 2021

- Seized single-source opportunities through leveraging our proprietary enterprise SaaS solutions. (Enterprise TMS and Freightview).
- Produced over $1M in gross margin by moving over 1000 truckloads for Spears Manufacturing, making them a division top-ten account.
- Successfully grew a client book to over 100 active accounts. Oversaw completion of day-to-day customer commitments and maintained service levels through use of metrics and action plans.
- Effectively collaborated with the technology solutions team and sales managers to develop sales strategies.

EDUCATION

November 2021

CERTIFICATE – FULL STACK WEB APPLICATION DEVELOPMENT – 4.0 GPA

The University of Kansas, Lifelong & Professional Education, Lawrence, Kansas

February 2022

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - 3.71 GPA

California Coast University, Santa Ana, California