

Brennan Romance

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SKILLS: JavaScript, Ruby, React.js, Ruby on Rails, Express.js, Node.js, Angular.js, PHP, jQuery, Ajax, Redux.js, SQL, NoSQL, PostgreSQL, MongoDB, Git, HTML, CSS, DOMmanipulation, Data Structures, Object-Oriented Programming, Webpack, Heroku, AWS

EXPERIENCE

Software Engineer, Marketing Technologies

Medigap Life, May 2020 - Present

- MarTech engineer responsible for all technologies related to marketing lead generation
- Implement prospect tracking on WordPress marketing landing pages by Integrating a TCPA verification API and Facebook Pixel tracking to create user “lookalike clusters”
- Create workflow services feeding formatted, real-time campaign analytics from Facebook Marketing API to company CRM to gauge marketing expenses and performance
- Customize campaign URLs in Google AdWords to extract click information from Users for CRM report building

Business Development Representative

Zuora, AUG 2017 - NOV 2019

- Built outbound sales pipeline through identifying and qualifying opportunities in enterprise accounts
- Sourced Opportunities for two account executives and nurtured deals through technical discovery stage
- Leveraged marketing generated leads, past engagements, cold calling, emailing and social selling as prospecting tools
- Generated over \$10 Million in verified sales pipeline and \$1.5 million in closed ACV

Student Fundraiser

Florida State University Foundation, JULY 2015 - AUG 2017

- Called Florida State alumni and friends of the University on behalf of the Florida State Foundation
- Updated personal information and shared university news to keep both parties updated
- Solicited donations to specific colleges university wide initiatives supported by the university foundation
- Raised over \$30,000 in total during my two years calling for the foundation

PERSONAL PROJECTS

Cache Out

[Live](#) | [Repo](#)

My own rendition of the popular stock trading app Robinhood - simulates managing a real portfolio for “practice investing”

- Utilizes a Ruby on Rails back-end for its customizable rake tasks and a React.js/Redux.js front-end for its rich selection of data visualization libraries
- Prevents users from making fraudulent transactions through rails controller and model level validations, simulating real-life trading and preserving the application’s integrity
- Minimizes Redux state and external API call volume by employing ternaries to retrieve only the necessary graph price data
- Calculates “snapshots” of each user’s total portfolio balances at designated times using Heroku scheduler and rails rake tasks, assembling the data necessary to visually represent portfolio performance over time
- Maintains secure front-end to back-end user authentication using the BCrypt gem to salt, hash and retrieve passwords

Beat Laboratory

[Live](#) | [Repo](#)

A fun, sandbox-type application where users can experiment with creating beats on a virtual drum set

- Engineered application to be as lightweight as possible, no packages used throughout the entire project
- Leveraged Object-oriented Javascript, HTML and CSS to construct the beat table, the tempo bar and the index permitting the exchange data between classes
- Executed a setTimeout function upon render with user determined values to automate tempo bar incrementation
- Manipulated the dashboard elements using class lists to display the appropriate navigation options available to the user

Thought Board

[Live](#) | [Repo](#)

A virtual cork board for visually organizing notes and pictures

- Collaborated with three colleagues building this application using a MERN stack (MongoDB, Express.js, React.js and Node.js) selected for its ease of deployment and single programming language
- Installed Multer middleware and AWS S3 libraries to provide image upload capabilities and rapid retrieval
- Incorporated Draggable.js and thunk actions to let users rearrange notes and immediately preserve their new positions
- Leveraged Canvas.js and window coordinates to build a connection line between two notes

EDUCATION

App Academy - Immersive software engineering bootcamp with a focus on full stack web development (DEC 2019 - APR 2020)
Florida State University - *BS - Business Management* (FALL 2013 - SUMMER 2017)