

# 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
- Improve prospect tracking on WordPress landing pages by Integrating a TCPA verification API and Facebook Pixel tracking to create user "lookalike clusters"
- Created CRM workflow services feeding formatted, real-time campaign analytics from Facebook Marketing API to gauge marketing expenses and performance
- Customize campaign URLs in Google AdWords to extract click information from Users for CRM report building

### Competitive Sales Representative

*Zendesk*, OCT 2018 - NOV 2019

- First of two employees to launch the competitive sales intelligence organization
- Sold into markets targeted by smaller, emerging competitors in the customer service and internal ITSM space
- Conducted research to identify accounts using particular competitors and build a book of business
- Created awareness in competitor accounts and starting sales cycles where an opportunity presents

### Business Development Representative

*Zuora*, AUG 2017 - OCT 2018

- 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

## 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/Active Record/PostgreSQL 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 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 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 - Spring 2017)