

SKILLS

- ❑ Languages: Ruby, Python, HTML, CSS, Javascript, NodeJS
- ❑ Frameworks/Libraries: Ruby on Rails, Sidekiq, ReactJS, ExpressJS, Django, Bootstrap
- ❑ Database: SQL - PostgreSQL, Google BigQuery; NoSQL - MongoDB Community/Atlas
- ❑ Project Management: Agile Development process, Online project management tools such as Jira, Asana, Basecamp, etc.
- ❑ Digital Marketing Strategy: SEO, SEM, PPC, Paid and Organic Social Media, E-mail, Audience Segmentation and Targeting
- ❑ Data Analytics Tools: Google Analytics, Google Data Studio, Tableau, MicroStrategy
- ❑ General Tools: AWS Certified Cloud Practitioner, VS Code/Atom/Sublime, MS Office/Excel, Adobe Creative Suite, Google Apps

EXPERIENCE

Software Engineer

T2 Modus, LLC

July 2020 - Present | Remote

- Identified opportunities for process automation and development of new application features:
 - Focus on transitioning from a professional-services approach to a scalable self-serve SAAS product.
- My direct contributions improved client deliverable output capability by more than 400%
 - Reduced customer-support involvement by developing solutions to target high-volume client needs/requests that historically consumed significant support and development effort.
 - Working in a cross-functional capacity, my efforts improved and expanded upon existing applications, as well as ad hoc development of libraries and microservices for use in various other projects outside of our core offering.
- Primary Tools:
 - Ruby on Rails: Maintained and built upon two Rails applications in a semi-layered architecture.
 - Sidekiq: Scaled bulk functionality for records processing and API interaction with Sidekiq workers and Ruby services.
 - Elasticsearch: Enterprise search
 - ReactJS, Sass, Slim: A unique blend of simple templating and React Components based on page functionality requirements.
 - Python: Develop re-usable libraries for ad-hoc data-processing
 - AWS: Application hosting(EC2), File storage(S3), FAAS (Lambda), AWS RDS (PostgreSQL)

Data and Analytics Manager-Marketing

Park Place Dealerships

June 2012 - March 2020 | Irving, TX

- Broad range of projects and responsibilities influencing and supporting our overall marketing strategy and performance across a group of twenty luxury automotive franchise points.
- Utilized available data throughout our operational and marketing platforms, as well as 3rd party partner sources, to enable informed decision-making and identify actionable opportunities to improve marketing tactics, targeting, and performance tracking.
- Automation of cross-organizational sales performance reporting, managing a third-party development partner and Google Cloud Platform tools for data transfer, warehousing, and dashboarding.

Other areas of responsibility at Park Place Dealerships included:

- Website property development
- Maintenance and functionality support across multiple organization and dealership sites
- Inventory system and data feed management
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Online Content Marketing
- Social Media Marketing
- Online product merchandising
- Identifying new technologies and opportunities to improve performance and gain market share
- Leadership reporting on performance and strategic recommendations.

Social Media Manager

Splash Media

March 2011 – January 2020 | Addison, TX

- Managed social presence, content marketing, on-page and off-page SEO strategies, graphic design, and overall marketing strategy integration for organizations across multiple venues including Facebook, Twitter, LinkedIn, Youtube video production, and company blogs.
- Extensive knowledge of the tactics and strategies for each of these platforms allowed me to leverage them in a holistic solution for brand awareness and engagement with existing and prospective clientele.

Internet Marketing Consultant, National Brands and Franchises

ReachLocal

August 2010 – February 2011 | Plano, TX

- Consultative selling, account management, and relationship building within assigned franchise brand groups to increase product adoption and educate business owners on the value of online presence.
- Ensure the success of advertising campaigns through consultation around business goals.
- Providing recommendations and education for reaching goals through the use of Search Engine Marketing, Online Display Marketing, and utilizing Social Media as a business tool.

Business Development Manager

Ellipse Communications

November 2008 – August 2010 | Addison, TX

- Account management and sales of web-development services.
- Producing development and service proposals, and negotiating service agreements in new and existing accounts in order to implement successful digital marketing strategies for my clients.

Motorcycle Technician

Dallas Harley Davidson

September 2006 – November 2008 | Garland, TX

- Responsible for maintenance, diagnosis, and repair of all mechanical and electrical systems on Harley Davidson Motorcycles. I provided excellent customer service and reliable results in a timely manner.

EDUCATION

Software Engineering Immersive Program

General Assembly

March 2020 – June 2020 | Remote