

Reed Schalo

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PROFESSIONAL SUMMARY

Full-Stack Web Developer working with the MERN stack. Passionate about lifelong learning, working with large and small teams, and delivering great products to customers. Provides strategic insights and the actions to support them in an Agile environment.

TECHNICAL SKILLS

UI Web Technologies: React.js, Express, Node, JavaScript, HTML, CSS, jQuery, Bootstrap

Databases: SQL, MongoDB + Mongoose

Utilities/Cloud: Git, Github, AWS, Docker, Heroku, Mocha, Chai

APPLICATIONS

STX: [See Code](#) | [See Demo](#) (In development)

- **Summary:** React app for viewing stock key indicators and news based on user input
- **Focus:** Consume multiple APIs as well as practice promises and React Hooks
- **Tech:** JavaScript, HTML, CSS, Node.js, React, React Hooks, AWS Amplify

Testing Node and Express: [See Code](#)

- **Summary:** Full stack directory app
- **Focus:** Practice developing unit and integration tests
- **Tech:** JavaScript, HTML, CSS, Node.js, Mocha, Chai, SQL

MyReads: [See Code](#) | [See Demo](#)

- **Summary:** Interactive React App to track book reading status
- **Focus:** State change management and routing with React Router
- **Tech:** JavaScript, HTML, CSS, Node.js, React, React Router, AWS Amplify

YelpCamp: [See Code](#) | [See Demo](#)

- **Summary:** Full stack app for tracking user submitted campgrounds and user reviews
- **Focus:** Create an app with data associations and various user permissions
- **Tech:** JavaScript, HTML, CSS, Bootstrap, Node.js, Express, MongoDB, Heroku

EXPERIENCE

Thermo Fisher Scientific *Global Market Development Manager* **June 2016-Present**

Worked within the Cell Biology Global Marketing Team to lead the development and execution of innovative product commercialization, product positioning, and global go-to-market strategy to grow the Protein Expression and Transfection portfolios within Cell Biology.

- Consistently hit revenue targets, which exceeded \$200MM
- Restructured portfolio SEM campaigns, increasing Engaged Marketing Page Visits 15%, Engaged Product Page Visits 15%, and Visits with Cart Activity 18%
- Planned and executed global trade show strategy, established and tracked event KPIs, growing engagement by 15%
- Surpassed revenue targets for three product launches, attaining +190% to goal for each in 2017 and 2018
- Designed multi-divisional web page for a "DIY CRISPR Genome Editing Solution", available [here](#)

EDUCATION

University of California, San Diego | **B.S. General Biology**

Student Athlete - D1 Men's Crew, Athletic Director's Honor Roll

2015