

# Sam Tanner

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## Software Developer

Entrepreneur turned software developer. My last decade was spent honing skills in sales, marketing, design, and business development, now I am taking the creativity, determination, and gusto those competencies required and applying them to web development. I thrive in an environment where I push the limits of my comfort zone; learn rapidly with a collaborative team; and produce beautiful, efficient, and novel solutions.

## Skills

**Technical:** Ruby, Rails, JavaScript, Vue.js, HTML, CSS, PostgreSQL, Git, Testing, Pair-Programming, Object-Oriented Programming, API's, Bootstrap

**Additional:** Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, etc.), Logic Pro, Airtable, Microsoft Excel

## Education

### Actualize Coding Bootcamp

#### Certificate in Full Stack Web Development | January 2021 - May 2021

- Capstone Project - Funny Money: personally built a web app that allows users to submit, track, and share equity positions of publicly traded equities. Funny Money's goal is to be a place where users can share specific details of their investment portfolio with friends and peers. The app was built on a Rails backend, a Vue.js frontend, and utilized free API's to access real-time market information.
- Bootcamp: Learned fundamentals and best practices in full-stack web development in areas of project architecture, backend, frontend, and how to effectively self-teach new technologies
  - Generated technical requirements and determined the most effective solutions, created wireframes, designed schema, and researched outside resources
  - Built and tested the backend, incorporating external APIs
  - Created pages and RESTful routes, made web requests to retrieve data, formatted and styled results, incorporated libraries and themes

### University of Washington

#### Bachelor of Arts in Business Administration, Focus in Entrepreneurship | 2012 - 2016

## Experience

### Joe Chocolate Co. | March 2016 - December 2020

#### Co-Founder & CEO

- Started business as an undergraduate class project and a two-man operation out of the back of a fish-n-chips restaurant
- Managed up to 24 different employees in departments ranging from sales and marketing to production and fulfillment
- Built and implemented software for internal and external websites, CRM, fulfillment, automated email marketing, and sales forecasting which increased efficiency and decreased customer wait-times
- Expanded wholesale business 300+ locations including REI, Whole Foods, and Nordstrom
- Opened retail location in Pike Place Market and created a cross-platform PoS and digital marketing sales funnel
- Completed four rounds of funding from angel investors and private equity totalling over \$1.6M

### Caveman Dirtbag Sponsorship | May 2016 - May 2020

#### Founder

- Created first-of-its-kind sponsorship for thru-hikers on the Pacific Crest Trail
- Utilized paid and unpaid social media marketing strategies to reach aspiring hikers from around the globe
- Partnered with and managed co-sponsors like Arc'Teryx and Patagonia to compile cash and gear for hikers
- Enhanced shipping software to automate the delivery of care-packages to hikers at remote locations along the Pacific Crest Trail

## **Peach | August 2016 - November 2016**

### **Business Development Associate**

- Performed sales cycle from discovery, to cold calling, to activation of lunch delivery program using Salesforce
- Onboarded 30+ businesses onto Peach's lunch delivery platform including two of Seattle's largest hospitals, JP Morgan, and Weyerhaeuser's headquarters

## **CardSwapper | February 2013 - June 2016**

### **Co-Founder & CEO**

- Co-founded business as an undergraduate freshman at the University of Washington
- Grew and managed team of 12 developers and designers
- Designed and wire-framed multiple versions of a mobile application and website
- Led teams to launch mobile app on iOS store and web
- Partnered with the nation's largest gift card liquidation platform to expand functionality of iOS app

## **University of Washington School of Music | October 2013 - May 2016**

### **Student Visual and Audio Archiver**

- Recorded, live-mixed, and produced live classical, jazz, choral, and orchestral performances in high-fidelity
- Developed proficiency in Logic Pro, Audacity, and Premiere Pro to increase quality of archived audio and video
- Contracted independently by graduate students to record, produce, and master thesis performances

## **TangoCard | June 2013 - August 2013**

### **Social Media Summer Intern**

- Managed corporate Facebook, Twitter, and LinkedIn social profiles via Hootsuite
- Deployed unpaid social marketing strategies to increase following across platforms by nearly 50%