

SAMUEL AVERETT ♦ 1721 SE 36th Avenue ♦ Portland, OR 97214

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I'm seeking the opportunity to apply newly acquired development skills as part of a creative and collegial team. New to tech and possessing extensive professional experience in marketing, communications and strategic planning, I bring a unique combination of skills and experience with a drive to sharpen and expand my developer toolkit. My experience and training includes:

- Leadership and strategic planning
 - Interdisciplinary work groups
 - Project planning and implementation
 - On-demand publishing
 - New product launches
 - Full-stack web development
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Portland Code School ♦ JavaScript Immersion Class ♦ Spring/Summer 2014

Completed a full-stack web development program, based on JavaScript, that taught programming fundamentals and the practical implementation of front- and back-end libraries and frameworks. The course emphasized test-driven development, version control and facility with the command-line interface. Built **TapApp**, a draft beer availability and rating app, with classmates. I have over 500 hours of classroom exposure to:

- HTML
 - CSS
 - Bootstrap
 - Ember.js
 - Ember Data
 - Node.js
 - Express
 - Bookshelf
 - Knex
 - PostgreSQL
 - OSX
 - Bash
 - Git
 - GitHub
 - JavaScript
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Independent Consultant ♦ 2007-present

Provided clients with marketing communications and brand management services.

Pleiad Wellness ♦ Managing Partner ♦ 2008-2012

Developed and marketed an investment fund focused on consumer wellness.

Kaiser Permanente Northwest ♦ Director, Strategic Communications ♦ 2000-2006

Responsible for overall performance of marketing communications and advertising for \$1.5 billion integrated health care organization. Directed staff of 25 and \$6 million budget. Managed consumer and B2B advertising for Portland market. Represented NW unit in development of national brand repositioning. Effectively supported brand advocacy within organization. Recognized for turning consumer research into insights and strategy.

Kaiser Permanente Northwest ♦ Manager, Editorial Services ♦ 1996-1999

Supervised and edited writers, developed standards and guidelines and worked with internal clients to support marketing and sales objectives. Redesigned major publications to manage costs and better support brand. Collaborated with IT staff and vendors to design and implement complex print-on-demand publishing tools.

Previously, I was a congressional aide and registered lobbyist in Washington, D.C.

Connecticut College ♦ Bachelor of Arts in Government