SHANE BOYAR

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EXPERIENCE

FULL STACK DEVELOPER

MINIBAR DELIVERY // NEW YORK, NY // SEP '16 – PRESENT

I wanted to transition from marketing to tech so I taught myself Ruby and Javascript in my spare time until I was competent enough to start submitting pull requests. Once fully integrated into the team, I took on most of the tasks involving maintaining and updating our Ruby on Rails backend. I also implemented marketing landing pages based of sketch designs, and worked on a total frontend migration from Backbone to React/Redux.

DIGITAL MARKETING MANAGER

MINIBAR DELIVERY // NEW YORK, NY // NOV '15 – NOV '17

I was the sole member of the Digital Marketing Team managing an in-house budget of +$1M/year as well as coordinating with brand partners to use Minibar's social media as an ads platform through dozens of campaigns. In addition to planning and executing campaigns I was also in charge of data collection and analysis.

MARKETING SPECIALIST

COMIXOLOGY/AMAZON // NEW YORK, NY // MAY '13 – NOV '15

I managed comiXology's paid and unpaid social media accounts.

SKILLS

PROFICIENT IN: HTML // CSS/SASS // RUBY ON RAILS // ES6+ // REACT.JS // REDUX // JQUERY // POSTGRESQL // GOOGLE ANALYTICS // GOOGLE TAG MANAGER // MS OFFICE // PHOTOSHOP

LEARNING: REACT NATIVE // PYTHON // ELIXIR // PHOENIX

EDUCATION

BACHELOR OF SCIENCE, ADVERTISING

UNIVERSITY OF FLORIDA // GAINESVILLE, FL // 2011

Minor in English