

Sean Joyal

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Over the past 10 years, I have held various marketing and communications positions with organizations in the insurance industry. In May 2015, I made the difficult decision to alter my career trajectory and pursue an avenue more in line with my passion for continuous learning and the world of tech. I enrolled in the The Iron Yard's Front End Engineering course, a program that includes 12 weeks of immersive training focused on core concepts and best practices for building responsive front end web applications. As a recent graduate of the The Iron Yard, my goal is to join an organization where I can contribute in a team environment and continue building upon the junior development skills I've obtained thus far.

SKILLS

The core components of the Front End Engineering course at The Iron Yard included HTML, CSS and JavaScript. Additional emphasis was placed on CLI proficiency, Git and Git flow, pair programming, test driven development, and reviewing documentation. Weekly projects established thorough understanding of core components and introduced additional frameworks, helper libraries, and build tools.

HTML5 / CSS3

- Sass
- Bootstrap

JavaScript

- jQuery
- AngularJS
- Lodash
- Moment JS

Build

- yeoman
- gulp
- npm
- bower

Firebase

- angular-fire
- Restangular

Other

- APIs

PREVIOUS EXPERIENCE

One Call Care Management — Jacksonville, FL

July 2014 - May 2015

Communications Specialist

- Managed mass communication strategy for a provider network including more than 14,000 contracted providers
- Coordinated delivery of communications to the network through various channels, including direct mail, email, and fax
- Created content for internal and external communications, including team newsletter, direct mail, email marketing, training materials, sales sheets, presentations, and customer proposals
- Participated in and developed communications for cross functional teams during the implementation phase of various projects
- Collaborated with marketing staff to create collateral targeting provider network and co-branded pieces used in concert with provider partners

US Assure, Inc. — Jacksonville, FL

December 2005 - March 2014

Marketing, Communications and Events Coordinator

- Served as Development Specialist and Marketing Specialist prior to promotion to Marketing, Communications and Events Coordinator in 2011
- Collaborated with Director of Communications to author various internal and external communications (e.g., website copy, marketing collateral, external distributor emails, direct mail letters, intranet announcements, and employee newsletters)
- Coordinated all external email communications for distributor force of approximately 40,000 insurance agents
- Performed market research across multiple variables to justify nationwide event marketing strategy
- Planned over 140 events for external distributors and internal employees over 24 month period
- Coordinated co-op advertising program for approximately 10,000 distributors – provided consultation, promotional items, advertising reimbursement opportunities, print ad development, direct mail campaigns, and script writing
- Assisted with company volunteer efforts and corporate relations objectives
- Marketing representative for approximately 555 independent insurance agencies appointed with Zurich Small Business, a commercial insurance business unit of Zurich North America
- Facilitated webinars for product specific training
- Utilized cold calls and warm lead techniques to recruit agencies to become contracted distributors for Zurich Small Business, a commercial insurance business unit of Zurich North America

EDUCATION

Front End Engineering - Immersive course

August 2015

The Iron Yard
Orlando, FL

Masters of Business Administration

May 2008

University of North Florida, *Coggin College of Business Administration*
Jacksonville, FL

Bachelor of Science in Business Administration

May 2005

University of Florida, *Warrington College of Business Administration*
Gainesville, FL