

# STEPHANIE MANWARING

# WEB DEVELOPER

## CONTACT

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## SUMMARY

Former Marketing Director turned web developer. Experience in both front-end and back-end development. A proven leader who has led cross-functional teams to success. Enthusiastic self-starter who is passionate about learning and applying new technologies.

## PROFICIENT IN

Languages

- JavaScript (ES6)
- HTML5
- CSS3
- Sass

Frameworks

- React
- Redux
- PostgreSQL
- Express
- Node
- jQuery
- Mocha
- Chai

## KNOWLEDGEABLE

Frameworks

- Sequelize
- SQL
- Angular 2

## INTERESTS

I love cycling on the streets of NYC, cooking elaborate meals in my tiny kitchen, and getting pies from Patsy's Pizzeria on 117th and 1st.

## TECHNICAL PROJECTS

**Silent-Salutations** - Full stack developer

Jan 2017

📄 [github.com/smanwaring/silent-salutations](https://github.com/smanwaring/silent-salutations) | 🌐 [silent-salutations.herokuapp.com](https://silent-salutations.herokuapp.com)

- Web app where presenters create a custom reaction-board where audience members can contribute to animated reactions via Socket connections and CSS animations.
- Built prototype with jQuery and HTML Canvas, then migrated successfully to React-Redux.

**Archiver** - Full stack developer

Dec 2016

📄 [github.com/chehitskenniexd/Archiver](https://github.com/chehitskenniexd/Archiver)

- Reimagined collaborative version control desktop application for text documents where teams can track version history and upload or download versions.

## EXPERIENCE

**Fullstack Academy of Code**

New York, NY

Teaching and Engineering Fellow

Jan 2017 – Present

- Teach and mentor students, provide code-reviews and guidance during labs.
- Upgrade libraries to improve functionality of proprietary internal web app.

**ST Management (fresh&co, Café Metro)**

New York, NY

Director of Marketing

Jan 2016 – Aug 2016

- Led marketing strategy for 21 New York based fresh&co and Café Metro brand locations.
- Overhauled digital presence. Managed every step of the web site redesign from inception to completion including RFP process, contract negotiation, content creation, and design direction.

**Last Call Operating Co.**

Dallas, TX / New York, NY

Director of Marketing

May 2014 - Dec 2015

- Defined and led marketing strategy including digital, PR, beverage, and merchandising for three restaurant brands with 85 locations, \$200 MM in revenue. Contributed to 10% overall sales growth. Reported to the CMO.
- Designed and implemented three customer acquisition direct mail campaigns. Resulted in \$1.2 MM estimated profit in under seven months. Increased redemption check average by 6% through propensity targeting.
- Directed development of responsive web site redesigns for three brands.

**Senior Marketing Manager**

Nov 2012 - May 2014

- Assisted VP of Beverage Innovation & Marketing in execution of all national and local restaurant marketing promotions, as well as bar and beverage strategy. Increased beverage funding 20% over prior year.
- Designed holiday gift card sales program. Resulted in holiday gift card sales increase of 25%.

**Marketing Manager**

Dec 2011 – Nov 2012

- Overhauled email marketing through segmenting, AB testing, and deploying local email best practices training. Resulted in a 10% increase in open rates.

**Ulterior Motives International Marketing Agency**

Dallas, TX

Account Manager

Jun 2011 – Dec 2011

- Provided consumer-insight driven marketing plans & managed production for Yum! Brands.

## EDUCATION

**Fullstack Academy of Code (New York, NY)**

Dec 2016

- Immersive software dev. program focused on Full Stack JavaScript and Computer Science.

**Brigham Young University (Provo, UT)**

Apr 2011

- Marriott School of Management, Bachelor of Science in Business - Marketing, 3.78 GPA
- Dean's list & inaugural recipient of the David Alcorn scholarship for excellence in Marketing.

