

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 (ES2015)
- 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.

PROJECTS

Silent-Salutations | Full stack developer | [github](#)

Nov 2016

- Web app where presenters create a custom reaction-board where audience members can contribute to in an animated applaud or audience reaction.
- Boards connected via Socket.io for real time updates.

Archiver | Full stack developer | [github](#) | [youtube](#)

Dec 2016

- Reimagined collaborative version control desktop application for text documents where teams can track version history, 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.
- Upgraded several 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 New York based fresh&co and Café Metro brands.
- 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% over prior year.

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 and managed production for Yum! Brands.

EDUCATION

Fullstack Academy of Code (New York, NY)

Dec 2016

- Focus in front end development (Node, Express, React, PostgreSQL stack)

Brigham Young University (Provo, UT)

Apr 2011

- Marriott School of Management, BS Business - Marketing, 3.78 GPA