

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

Frameworks

- React
- Redux
- PostgreSQL
- Express
- Node.js
- jQuery
- Mocha/Chai

KNOWLEDGEABLE

- Sequelize
- SQL
- Angular 2
- Sass

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 | 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

- 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 – Apr 2017

- 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 and managed every step of the web site redesign from inception to completion including RFP, 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 strategy. Increased beverage funding 20%.
- 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

Sep 2011 – Dec 2011

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

Account Coordinator

Jun 2011 – Sep 2011

- Assisted upper management in planning, production, & distribution of marketing materials.

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.

