

Sean Hurley

SOFTWARE ENGINEER

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[GitHub](#) | [LinkedIn](#)

I am a fullstack software engineer with a passion for solving problems and working in collaborative team environments. I use the communication, design, and management skills from my years in digital marketing to create impactful and intuitive products.

Skills

JavaScript, React, HTML5/CSS, Ruby, Rails, SQL/PostgreSQL, RESTful APIs, Git, Heroku, Jest, UX, data analytics, automation

Projects

PODKEEPER (FRONTEND/BACKEND)

- Created a web social podcast app that allows users to find, listen, and rate podcasts.
- Built with a React frontend and a Ruby on Rails backend using data from the iTunes Search API.
- Users can login, add friends, see a timeline of podcast activity and analytics on podcast listening.

COCKTAILOR (GITHUB)

- Used React and Ruby on Rails to create a cocktail recommendation web app.
- Users can login and add their ingredients to see what cocktails they can currently make.
- Users can view the full list of cocktails, see what ingredients they need and add ratings.

Experience

SENIOR EMAIL MARKETING MANAGER

SEGAL, MAY 2019 – NOV 2021

- Grew email into the largest marketing channel, driving sales lead with revenue over \$500,000.
- Created a preference-based email program, delivering highly targeted content to customers, increasing clickthrough rate by 20% and decreasing unsubscribes by nearly 50%.
- Implemented an internal email system and trained 15 employees from multiple departments.

SENIOR DIGITAL MARKETING MANAGER

AMPLIFY, JUN 2017 – MAR 2019

- Launched the new Amplify.com, with updated technology (Wordpress) and design, increasing site engagement and session time by nearly 50%.
- Managed the site marketing, generating millions of dollars in inbound leads in 2018.
- Managed a multi-million dollar digital marketing budget across Google Ads & Facebook Ads.

SENIOR DIGITAL MARKETING MANAGER

TRIPLEMINT, 2016 – 2017

- Halved cost per acquisition by testing advertising and creating custom landing pages in Unbounce.
- Implemented marketing automation software (Pardot) covering email, phone, and SMS communications, leading to a 30% increase in customer engagement.

MARKETING MANAGER, DIGITAL ADVERTISING & ANALYTICS

ALTSCHOOL, 2015 – 2016

- Managed conversion pipeline, automation, and attribution modeling in Salesforce.
- Overhauled email automation, increasing open and click-through rates by almost 40%.

Education

Flatiron School – Software Engineering, 2022

University College Cork, Ireland – English & Chinese Studies, B.A. 2010