

## Suzanne Givnish

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LinkedIn: [linkedin.com/in/suzanne-givnish](https://www.linkedin.com/in/suzanne-givnish) | Github: <https://github.com/suzygiv>

Portfolio: <https://suzygiv.github.io/>

### Summary

Passionate and results-oriented Web Developer with an extensive background in Marketing. Adept at contributing to highly collaborative work environments, finding solutions, and determining customer satisfaction. Proven experience developing customer-focused Marketing campaigns with strong technical skill sets, attention to detail, creativity, and end-user focus. Recently earned a certificate in Full Stack Development from the University of Pennsylvania in addition to holding a bachelor's degree in Public Relations, Advertising, and Applied Communication.

### Technical Skills

Strategic Planning, Campaign Management, Web Development, Campaign Development, Social Media, Photoshop, Illustrator, Dreamweaver, Bootstrap, UIKit, HTML5, CSS3, JavaScript, GitHub, Node.JS, MongoDB, MySQL, Express, Handlebars, React, Firebase

### Projects

- **Travel Companion** - A web application that helps simulate the cultural experience of traveling while still stuck at home in quarantine. This responsive web application runs in the browser and features dynamically updated HTML and Bootstrap CSS Framework powered by JavaScript.
  - <https://github.com/dandandanoneil/travel-companion>
  - <https://dandandanoneil.github.io/travel-companion/index.html>
- **Wrapplt** - A web application for users who are having trouble finding that perfect gift. This responsive web application runs in the browser and features dynamically updated HTML and UIKit CSS Framework powered by JavaScript, MySQL, Express and Express-Handlebars.
  - <https://github.com/suzygiv/Wrapplt>
  - <https://intense-falls-86763.herokuapp.com/>
- **Eat-Da-Burger!** - A restaurant application that allows users to input the names of burgers they'd like to eat. This burger logger is created with MySQL, Node.JS, Express, Handlebars and a homemade ORM (yum!).
  - <https://github.com/suzygiv/Eat-Da-Burger>
  - <https://suzy-eat-da-burger.herokuapp.com/>

### Experience

**AmeriGas**, King of Prussia, PA  
*Marketing Specialist*

**July 2017 - Present**  
May 2018 - Present

As the Marketing Specialist, I am responsible for all content strategy for all Residential email marketing campaigns, in addition to owning all aspects of creative development to campaign deployment. By working collaboratively with the Product Marketing Manager, we determine optimal targets, competitor offerings, and tactics by studying and analyzing demographic data to develop marketing strategies for customer lifecycle, growth, and retention.

- Increased Trust AmeriGas referral rates by 50%.
- Increased our MyAmeriGas online enrollment by 10%.
- Implemented new Trust AmeriGas Referral Program landing page and process.
- Implemented new School Days Program landing page and process.

*Marketing Account Manager*

Jul 2017 – May 2018

- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.

- Oversaw preparation of marketing copy, images, videos, emails, and other collateral. Crafted branded content for all social platforms.
- Created and managed all email campaigns and execution.

## **Mondo**

### *Technical Recruiter*

Philadelphia, PA

Feb 2017 - June 2017

- Sourced and selected applicants for technical positions within companies in the Greater Philadelphia area. Wrote and posted technical job descriptions.
- Used Boolean searches to develop applicant portfolios for expected openings. Maintained in-depth understanding of Industry trends and hiring desires.
- Worked within a fast-paced, dynamic environment with a high sense of urgency. Assimilated \$61,000 in revenue over a 5-month period.
- Leveraged resources to foster two-way engagements and communication with a diverse audience of talent professionals and industry leaders.

## **Life Celebration, Inc.**

### *Marketing Communications Assistant*

North Wales, PA

Aug 2015 - Feb 2017

- Assisted the Director of Marketing with managing press and marketing material archived, both internal and external communications.
- Managed social media on a variety of accounts that reflected the voice of Life Celebration, Inc.
- Maintained an even workflow through the development and execution of all content.
- Oversaw and maintained the quality and detail of all products prior to being sent out.
- Created content for Life Celebration's obituary website.
- Organized special events for all current and future clients.

## **Education**

Penn LPS Coding Bootcamp Certificate, University of Pennsylvania, Philadelphia, PA

Bachelor of Applied Arts and Science: Communication, University of Scranton, Scranton, PA