

Suzanne Givnish

Frontend Developer



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<https://github.com/suzygiv>

Passionate and results-oriented Web Developer holstering a 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, equipped with developed full-stack skills in HTML, CSS, JavaScript, jQuery, and many more. Along with the Full Stack Development certificate, I hold a bachelor's degree in Public Relations, Advertising, and Applied Communication. Described with having undying determination for self-development and establishing clear standards and protocols for consistent, high-quality results. Eager to combine my background in Marketing with my technical skills to promote the most effective and best practices in web design.



Skills

HTML5

CSS3

JavaScript

jQuery

Bootstrap

Materialize

Node.JS

MySQL

Firebase

MongoDB

Express

React

Handlebars

Campaign development

Strategic Planning

Campaign management



Work History

2018-05 - Current

Marketing Specialist

AmeriGas, King of Prussia, PA

- Identified appropriate marketing channels and target customers for campaigns.
- Analyzed data from previous and current marketing campaigns to improve future results.
- Assisted with the development of marketing strategies for customer lifecycle, growth, and retention programs.
- Developed content strategy for all email marketing campaigns, in addition to, owning all aspects of creative development to campaign deployment.
- Monitored trends in social media, industry and competitive landscape to create new material.
- Generated attractive and consistent graphic designs for use in all types of marketing.
- Collaborated with external creative agencies to produce and distribute marketing materials.
- Determined optimal targets, competitor offerings and tactics by studying and analyzing demographic data.
- Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.

2017-07 - 2018-05

Marketing Account Manager

AmeriGas, King of Prussia, PA

- 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.

2017-02 - 2017-06

Technical Recruiter

Mondo, Philadelphia, PA

- 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 a two-way engagements and communication with a diverse audience of talent professionals and industry leaders.

2015-08 - 2017-02

Marketing and Communications Assistant

Life Celebration, Inc, North Wales, PA

- 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

2020-08 - Current

Penn LPS Coding Bootcamp Certificate

University of Pennsylvania - Philadelphia, PA

An intensive 24-week-long bootcamp dedicated to designing and building web applications. Skills learned include: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Firebase, Node.JS, mySQL, MongoDB, Express, Handlebars, React.

2013-01 - 2005-01

Bachelor of Applied Arts and Science: Communication

University of Scranton - Scranton, PA



Accomplishments

- Collaborated with team of 3 in the development of a web application called

"Travel Companion" - A web application to help simulate the cultural experience of traveling while we're stuck at home in quarantine. This responsive portfolio runs in the browser and features dynamically updated HTML and Bootstrap CSS framework powered by JavaScript. You can view this application by following link: <https://dandandanoneil.github.io/travel-companion/index.html>

- Created a responsive web application that gives users a timed quiz and records high scores. This webpage runs in the browser and features dynamically updated HTML and Bootstrap CSS powered by JavaScript code. You can view this application by following link: <https://github.com/suzygiv/Code-Quiz>
- Created a web application that generates a random password based on user-selected criteria. The Password Generator app is implemented by using dynamically updated HTML and CSS powered by my JavaScript code. You can view this application by following the link: <https://github.com/suzygiv/Password-Generator>