

Suzanne Givnish

Greater Philadelphia

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215-586-1125

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Github: <https://github.com/suzygiv>

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

Summary

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.

Experience

Web Developer

UPenn Coding Boot Camp

Aug 2020 - Present (2 months +)

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.

Marketing Specialist

AmeriGas

May 2018 - Present (2 years 6 months +)

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

AmeriGas

Jul 2017 – May 2018 (11 months)

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- 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.

Technical Recruiter

Mondo

Feb 2017 - June 2017 (5 months)

- 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.

Marketing Communications Assistant

Life Celebration, Inc.

August 2015 - Feb 2017 (1 years 7 months)

- 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



University of Pennsylvania

Penn LPS Coding Bootcamp Certificate

2020 – 2021



University of Scranton

Bachelor of Applied Arts and Science: Communication

2009 – 2013

Skills

Strategic Planning • Campaign Management • Web Development • Campaign Development
• Social Media • Bootstrap • HTML5 • Cascading Style Sheets (CSS) • JavaScript • GitHub
• Node.JS