

# 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

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HTML5

CSS3

JavaScript

jQuery

Bootstrap

Materialize

Node.JS

MySQL

Firebase

MongoDB

Express

React

Handlebars

Campaign development

Strategic Planning

Campaign management



## Work History

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**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**

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**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*