

TEISIA PARK



TEISIA@GMAIL.COM



TEISIA.CO



(908) 812-9691



DENVER, CO



LINKEDIN.COM/IN/TEISIA



GITHUB.COM/TEISIA

SKILLS

DEVELOPMENT

HTML5

CSS3

JAVASCRIPT

NODE.JS

ANGULARJS

BOOTSTRAP

AJAX

JQUERY

POSTGRESQL

KNEX

JADE

EXPRESS

JASMINE

MOCHA/CHAI

CLI/UNIX

API INTEGRATION

TECHNIQUE

TEST DRIVEN DEVELOPMENT

QUALITY ASSURANCE

RESPONSIVE DESIGN

AGILE WORKFLOW

PAIR PROGRAMMING

PROJECTS

14ERS | 14ERS.FIREBASEAPP.COM

Bootstrap, JS, AngularJS, Express, Node.js, PostgreSQL, Knex

A resource for people interested in hiking 14ers (mountain peaks 14k ft+ in CO). All official 14ers are listed along with additional information about each and the most popular related trails. Self-created API was used to render data.

FREE DENVER | FREEDENVER.CO

Bootstrap, JS, Express, Node.js, PostgreSQL, Knex, Meetup API, Google Maps API

A collaborative project that is a resource for free things to do in Denver - ranging from cultural to outdoor activities.

IN MY HOOD | IN-MY-HOOD.FIREBASEAPP.COM

JS, Google Maps API, Bandsintown API, iTunes API

A concert app that automatically knows your location by grabbing your latitude/longitude and allows you to search for concerts in your area via user entry and also shows related artists' shows.



EDUCATION

FULL STACK IMMERSIVE
GALVANIZE

B.A., COMMUNICATION
RUTGERS, STATE UNIVERSITY OF NEW JERSEY

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SKILLS

MARKETING

DEMAND GENERATION

MARKETING AUTOMATION

MARKET

SALESFORCE

GOOGLE ANALYTICS

LEAD GENERATION

LEAD NURTURING

WORDPRESS

PROJECT MANAGEMENT

JIRA

BASECAMP

TRELLO

PIVOTAL TRACKER



EXPERIENCE

DIGITAL MARKETING MANAGER JAN 2014 - DEC 2015

BITLY Increased website traffic 905%, increased lead database 456%, launched new corporate website, and developed and implemented company's first lead scoring and nurturing models, which resulted in higher quality leads and an increased SQO (sales qualified opportunity) conversion rate.

DIGITAL MARKETING COORDINATOR APR 2013 - DEC 2013

SALESFORCE Integral member of Salesforce Marketing Cloud team that built an efficient sales intranet that replaced cluttered predecessor and developed an approval process flow that increased marketing project efficiency.

MARKETING COORDINATOR MAY 2012 - APR 2013

R-SQUARED SERVICES & SOLUTIONS Increased website traffic 20% and improved lead generation 120% via implementation of CTA buttons, website landing pages and SEO.