

Teresa Heidt

Location: Dallas, TX | **Phone:** 917-509-2074 | **Email:** teresaheidt@hotmail.com

LinkedIn: <https://www.linkedin.com/in/teresa-heidt-a2a4641/> | **GitHub:** <https://github.com/teresaheidt>

Portfolio: <https://teresaheidt.github.io/TH-Portfolio/>

A Full Stack Web Designer and Developer who is passionate about serving the client, inspiring others and creating amazing user experiences by building dynamic, clean, beautiful websites. With an extensive background in digital communications, sales and marketing, every situation is met with empathy when solving problems and meeting the most demanding requests. Awarded for providing incredible customer service and proven ability to deliver results. Southern Methodist University Coding graduate looking to work with a dynamic team to make an impact.

- Promoted to marketing and analytics division within a highly competitive market.
- Published author with national recognized book series:
<https://www.dallasnews.com/business/retail/2020/08/12/these-luxury-retail-workers-are-storytellers-too/>
- Upsold online selling tools to leverage the number of users from 10 to 350.
- Overachieved sales goals by 70% during an economic downturn.
- Developed instrumental sales reports from online data in order to map out seasonal sales goals.
- Implemented team building strategies and boasted employment for number one door within the company.
- Awarded by peers for outstanding service to the client and to the company.

TECHNICAL SKILLS

Programming Languages: HTML, CSS, Javascript, Node.js

Database Management: MySQL, MongoDB

Libraries / Frameworks: jQuery, Bootstrap, Express, Sequelize, Handlebars, Mongoose, React

PROJECTS

Full Stack App Middle Point | **GitHub:** <https://github.com/xtreme6007/Middle-Point-TAPS.git> |

Deployed: <https://xtreme6007.github.io/Middle-Point-TAPS/>

- Determines the middle point by using two location points and narrows down the type of meeting place the user wants to go to, such as; bar, restaurant, zoo etc.
- Responsible for the front end development, working within a team of three to help to create the responsive layout, idea for design and overall effectiveness of the application.
- CSS / W3 Schools framework / HTML5 / Javascript.

Full Stack App Weather Dashboard | **GitHub:** <https://github.com/teresaheidt/Weather-Dashboard>

Deployed: <https://teresaheidt.github.io/Weather-Dashboard/>

- Provides the date, a graphic to show the weather and the forecast for that peculiar day as well as a five day weather forecast for any city in the country.
- Created front end and back end to deploy the daily weather by using a weather API call to generate the temperature, wind speed and the UV index.
- CSS / Bootstrap / HTML5 / Javascript.

Full Stack App Bracketeers | **GitHub:** <https://github.com/prabin544/Bracketeers.git>

Deployed: <https://bracketeers.herokuapp.com/>

- A gaming app that allows the user to pick countries they want to compete against one another. There are three brackets and for each play, random results are generated. There can only be one country that wins.
- Developed front end application using handlebars and w3 schools framework to build functional, sophisticated looking, gaming app. Created animations revolving around front end web development.
- CSS / Bootstrap / HTML5 / Javascript / Sequelize / Node.js / Handlebars / Heroku.

EDUCATION

Southern Methodist University Certificate in Full Stack Web Development: Dallas, TX
Full Stack Web Development Certificate

Southern Methodist University Writing Workshop: Dallas, TX
Creative Writing Affiliate

The Academy of Dramatic Arts: New York, NY
Associates Degree - Film & Theater Studies

RECOGNITION AWARDS

- Neiman Marcus Group “Best of the Year” Award.
- Two time Neiman Marcus NorthPark Service Star recipient.
- Certificate of recognition for dedicated volunteer work at Ground Zero NYC.

RELEVANT EXPERIENCE

Divisional Coordinator
Neiman Marcus

2020 - present
Dallas, TX

Coordinate all digital, print and marketing requests for CMO.

- Oversee scheduling and media events across multiple marketing and creative channels.
- Develop training programs for sales associates which included integrated marketing and communication plans.
- Produce exclusive client events to market new company products.
- Draft all written presentations and product placements to help associates reach sales goals.

Client Solutions Executive
Neiman Marcus

2011 - 2020
Dallas, TX

Assist General Manager and act as liaison between the 500 associates, clients and executive team.

- Taught associates how to use online selling platforms, iPhones and download latest selling apps to enhance sales.
- Generated analytical reports on store spending trends and historical seasonal sales comparison.
- Managed Social media for the Neiman Marcus at NorthPark Mall generating over 1k in followers.
- Supervised sales team, leading multiple start up meetings and providing technical resources for the team.
- Assisted with new hire training, store wide communications and assist in enrolling employees in benefits.
- Coached North Park associates in selling techniques using online platforms resulting in 50% increase in sales.
- Created a daily newsletter that is emailed to employees and senior management alike.
- Senior Coordinator for the Annual Neiman Marcus' NorthPark Million Dollar Dinner.

Author; ‘Personal Appearances Are Everything’
HeidtMoore Books

2018 - 2020
Dallas, TX

Owner and co-author of nationally recognized fictional book series:

<https://www.dallasnews.com/business/retail/2020/08/12/these-luxury-retail-workers-are-storytellers-too/>

- Designed and built a dynamic website for the company to market book series.
- Created a strong social media platform and generated a large following.
- Implemented monthly newsletter, blog posts and strategized marketing plans.

MEMBERSHIP AND VOLUNTEERISM

English Teacher
South American Missions

Lima, Peru

- Founded the Colique Compassion Project to help families and feed children in desolate areas of Peru.
- Opened and managed Anglo Peruvian theatre school for 800 underprivileged high school students.
- Raised \$10,000 to provide learning materials and restore school buildings.
- Advocated wellness campaign for local school and provided over 1000 hygiene products to students.

Disaster Relief First Responder
Ground Zero Relief Effort

New York, NY

- Orchestrated 2000 first aid deliveries using online tracking and provided first responders with supplies.
- Assembled 180 guidance packets and provided counsel and direction for afflicted relief workers.
- Briefed task force on recommended action plans and determined number of volunteers for each shift.