

Product focused thinker and communicator with a unique blend of marketing and software development experience.

Experience

User Interface Engineer // Benefitfocus

May 2015 - Present

Charleston, SC

- Built and maintained user interfaces for an industry leading benefits marketplace and management web application, working on both customer development and R&D teams.
- Interfaced regularly with stakeholders through agile methodologies to ensure that the product met business and design requirements.
- Collaborated closely with UX and visual designers to ensure that the interface communicated clearly and delivered a first-class user experience.

Account Executive // Digitas Health

October 2014 - December 2014

Philadelphia, PA

- Took an active role in the creation and presentation of the client's yearly marketing plan.
- Lead small teams of creatives, project managers, developers and analysts in the creation of single and multi-channel marketing campaigns.
- Developed productive and trusting relationships with clients through daily correspondence and advocacy.

Account Coordinator // Digitas Health

July 2013 - October 2014

Philadelphia, PA

- Owned client correspondence including project status reporting and organizing meetings.
- Organized and lead internal reviews of creative work to ensure work was on-strategy, on-message, and met client expectations and goals.
- Assisted in presenting work to C-level clients and department VPs.

Copywriting Intern // Hook

May 2012 - June 2013

Charleston, SC

- Developed and presented advertising campaign concepts and copy for both web and print.

Education

College of Charleston // Bachelor of Arts, Communication

2009 - 2013

Charleston, SC

The Iron Yard // Front End Engineering Bootcamp

January 2015 - March 2015

Charleston, SC

Writing + Thinking

Medium.com/@tylercecchi

August 2012 - Present

- I've blogged about a variety of topics including advertising strategy, design and product development.

Technical Skills

Web Development Languages, Frameworks and Libraries

JavaScript, HTML5, CSS3, SASS/LESS, Foundation/Bootstrap, jQuery, Backbone.js/Marionette.js, AngularJS, React/Redux, Express, Node.js

Design Tools

Sketch, Adobe Photoshop and Illustrator