

Experience

The Iron Yard -- *Front End Engineering Student*

January 2015 - March 2015

Charleston, SC

- Completed a 12 week intensive programming bootcamp designed to immerse students in comprehensive understanding of front-end engineering and web development.

Digitas Health -- *Account Executive*

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-channel and multi-channel marketing campaigns.
- Developed productive and trusting relationships with clients through daily correspondence and advocacy.
- Helped marketing team maintain on the razors edge of industry news and marketing trends relating to the client's business.

Digitas Health -- *Account Coordinator*

July 2013 - October 2014

- Owned client correspondence including reporting on the status of projects and organizing meetings.
- Lead internal reviews of creative to ensure work is on-strategy, on-message, and meets client expectations and goals.
- Assisted in presenting work to C-level clients and department VPs.

Hook -- *Copywriting/Account Planning Intern*

May 2012 - June 2013

Charleston, SC

- Developed headlines, taglines and collateral copy for advertising materials.
- Constructed concise and effective internal communications.
- Created and presented presentations, both individually and with a team.

Education

College of Charleston

2009 - 2013

Charleston, SC

Bachelor of Arts, Communication

Technical Skills

Languages, Frameworks and Libraries

HTML5, CSS3, SASS, Foundation/Bootstrap, Javascript, jQuery, Backbone, AngularJS, Express, Node.js, AJAX, underscore.js

Development

CLI, NPM / Bower, Yeoman, Grunt / Gulp, Responsive development, Heroku, MongoDB, Git Workflow

Writing + Thoughts

Tylercecchi.com

August 2012 - Present

- I write a blog about technology's influence and effect on the evolution of consumer marketing.