Nathan Underwood

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Portfolio: https://thundernunder.github.io/20-React-Portfolio/

Summary

Full Stack Web Developer with a Marketing background and 6 years of experience as Director of Admissions Marketing at Mater Dei High School in Santa Ana, CA. Excited to build applications in tandem with expert marketing analytic and user-experience skills gained from previous employment. Known by my coworkers as a fierce competitor who stays calm and cool under pressure and can keep things light in the workplace.

Tools and Skills

Languages: HTML, CSS, Javascript

Applications: NodeJS, Express, Insomnia, SQL and MySQL Workbench, NoSQL (MongoDB and Mongoose ODM), Progressive Web Applications (Babel, Webpack, etc…), React, MERN Stack (Apollo, JSON Web Tokens, etc…)

Tools: Web APIs, Third Party APIs (Bootstrap, jQuery, Moment, Google Fonts, etc…), Server-Side APIs, Object Oriented Programming, Object Relational Mapping, Model-View-Controller, Complex State Management, Git, Github/Github Pages, Heroku

Projects

Breakhub | https://github.com/aurorayihe/BreakHub_theThunderCats**|** https://aurorayihe.github.io/BreakHub_theThunderCats/
- **Description:** A customized virtual break room for killing time efficiently. Whether you are a working professional, student, or want to keep on task for things around the house, BreakHub gives you the break you need and gets you back on task when the time is right.
- **My Responsibilities:** Development of "random facts" feature, README, and overall project idea
- **Technologies Used:** HTML, CSS, Javascript, Web APIs (Giphy, The Cat API), Bulma CSS Framework

GOAT Cars | https://github.com/Young-Chhay/GOAT-CARs **|** https://limitless-inlet-80360.herokuapp.com/
- **Description:** A social media platform for classic car enthusiasts. Users create profiles to display images of classic cars they own, while also interacting with other users on the platform through following, liking, and commenting on user-to-user content.
- **My Responsibilities:** Development of Merchandise section, server.js, README, and overall project idea
- **Technologies Used:** HTML, CSS (Bulma), Javascript, Express, Express Handlebars, Express Session, Sequelize, MySQL2, Socket.io

Play2Day | https://github.com/Young-Chhay/Play2Day **|** https://gentle-fortress-88764.herokuapp.com/

- **Description:** Whether it's to keep a competitive edge, stay in shape, or connect with friends, many people love playing sports recreationally, even if they can't play professionally. The problem is there are not many options focused on helping people organize pickup games in an easy way. Play2Day aims to fill this need by creating a space where users can connect with friends and members of their community by easily organizing pickup sports games. Get out there and Play2Day!
- **My Responsibilities:** Development of Models, Profile page, and AllGamesList component. Contributed to React implementation, connecting front-end to GraphQL,, and deployment to Heroku
- **Technologies Used:** GraphQL, Apollo Server Express, JSON Web Token, MongoDB, mongoose, Bcrypt, Express, Concurrently, React Bootstrap

Experience

Director of Admissions Marketing – Mater Dei High School
Santa Ana, CA
July 2016 – Present
Progressed through a variety of roles to current position of leading the school's admissions marketing efforts. Working for an institution with a 75+ year history allowed for modernizing marketing efforts in the following ways:

- Optimize admissions marketing calendar to create competitive advantage over rival schools for potential families, achieving high benchmarks of 1,400+ tour/shadow requests and 1,000+ total applicants on yearly-basis
- Manage $70,000 budget that utilizes marketing tactics in ways not limited to: geofencing/data mining, website retargeting, digital advertising, social media, email/text, events, and print.
- Maintain admissions database of 10,000+ records
- Launch first Digital Marketing Internship program at Mater Dei High School. Utilizing up to six (6) college students in the areas of Graphic Design, Photography, and Videography. Creating practical growth opportunities for college students while saving roughly $80,000 per year for school budget.
- Reach 10,000 followers for Mater Dei High School's @materdeimonarchs Instagram account

Education

The Full-Stack Coding Bootcamp at University of California - Irvine
Certificate
Completed: December 19, 2022

California State University, Long Beach
Bachelor of Science Degree, Business Administration – Marketing
Graduated: May 2014

California State University, Long Beach
Master of Arts in Kinesiology: Emphasis in Sports Management
Graduated: July 2016