

TW/G



# TODD WELLS GROFF

FRONT END DEVELOPER // DESIGNER

## SKILLS & TECHNOLOGIES

### WEB

HTML5, CSS3, SCSS/Sass, Bourbon/Neat, JavaScript, jQuery, AngularJS, APIs, AJAX, JSON, SVGs, C3, Responsive Design, User Interface Design, Wordpress, Gulp, Git, GitHub



### ADOBE CREATIVE

Photoshop, Illustrator, InDesign, Dreamweaver



### OTHER

Salesforce.com, Pardot, Google Analytics, Asana, Trello, Basecamp, Camtasia, iMovie, AutoCAD, GoToMeeting, Hipchat, Slack, Microsoft Office [Word, Excel, Powerpoint, Publisher]

## EDUCATION

### NORTH CAROLINA STATE UNIVERSITY

B.A. COMMUNICATION

MINORS- Business Management, Spanish

GPA- 3.908, *summa cum laude*

### NCSU CONTINUING EDUCATION

WEBMASTER CERTIFICATE PROGRAM

### THE IRON YARD ACADEMY

FRONT END ENGINEERING

FINAL PROJECT- Created an interactive quilting application using the Spoonflower API [username: demo, pw: irondemo]. I spearheaded the UI and SVG manipulation. Visit at [flowerpatch.spoonflower.com](http://flowerpatch.spoonflower.com)

## HONORS & ACTIVITIES

Phi Beta Kappa [national honorary fraternity member], NCSU Resident Advisor, Anno Domini [NCSU a cappella group vocalist], IMB Hands-On [West Africa missions volunteer], HOA architectural committee member, Providence Baptist Church [deacon]

## WORK EXPERIENCE

### OAKS DEVELOPMENT // Cary, NC

#### MANAGEMENT & MARKETING INTERN

Established electronic record system of investment documents; managed property investment data; created/updated electronic drawings of properties; designed marketing materials

### SECU // Raleigh, NC

#### FINANCIAL SERVICES OFFICER

Provided exemplary customer service; Communicated product information; analyzed loan applications for approval

### CHICK-FIL-A // Raleigh, NC

#### MARKETING DIRECTOR

Executed promotions; designed marketing materials; analyzed marketing impact on sales; maintained restaurant websites; managed social media accounts; strengthened brand and restaurant loyalty

### TRANSLOC // RTP, NC

#### MARKETING, DEMAND GENERATION SPECIALIST

Designed and built [via Wordpress theme] new corporate website with visual standards; created marketing collateral [print/web] for sales and customer applications; produced marketing videos; maintained prospect data in CRM and marketing automation platform; created content and campaigns for lead generation/nurturing; implemented automated lead qualification system; executed trade show and webinar events

### [YOUR COMPANY] // [your city]

#### FRONT END DEVELOPER

Bring you **success** through a design-oriented, junior front end position on your innovative, passionate team!

## CONNECT



[toddgroff.github.io](https://github.com/toddgroff)

[toddgroff](https://github.com/toddgroff)

**[todd.groff@gmail.com](mailto:todd.groff@gmail.com)**  
**910.471.2767**

2008

2009-11

2011-13

2013-15

NEXT