

TW/G



TODD WELLS GROFF

FRONT END DEVELOPER // DESIGNER

SKILLS & TECHNOLOGIES

DEVELOPMENT

HTML5, CSS3, SCSS/Sass, Bourbon/Neat, JavaScript, ES2015, jQuery, ReactJS, Redux, AngularJS, AJAX, JSON, NodeJS, NPM, Webpack, Ruby on Rails, SVGs, C3, JIRA, Agile, User Interface Design, Responsive Design, Wordpress, Gulp, Git, GitHub

ADOBE CREATIVE

Photoshop, Illustrator, InDesign, Dreamweaver

Google Analytics, Asana, Trello, Basecamp, Salesforce.com, Pardot, Camtasia, iMovie, AutoCAD, Hipchat, Slack, Microsoft Office

EDUCATION

NORTH CAROLINA STATE UNIVERSITY

B.A. COMMUNICATION

MINORS – Business Management, Spanish

GPA – 3.908, *summa cum laude*

WEBMASTER CERTIFICATE PROGRAM (continuing ed.)

THE IRON YARD ACADEMY

FRONT END ENGINEERING

FINAL PROJECT – Designed and built an interactive quilt-making application connected to the Spoonflower API. I spearheaded the UI and SVG manipulation. After this project, Spoonflower decided to hire me. Visit at flowerpatch.spoonflower.com

HONORS & ACTIVITIES

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

CONNECT

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

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WORK EXPERIENCE

YOUR COMPANY

FRONT END DEVELOPER

I look forward to bringing you success while growing as part of your innovative engineering team

SPOONFLOWER

JUNIOR FRONT END DEVELOPER

spoonflower.com – Collaborate to define and maintain UI standards; build out pages according to marketing and product development initiatives; currently working with ReactJS on a Pinterest-like feature for users to curate designs; leading project to integrate modern JS architecture within our Rails codebase

sproutpatterns.com – Sister brand; site allows customization of cut-and-sew clothing patterns with Spoonflower designs; worked as the sole front end developer on team of three engineers; built most of the webpages and templates; established visual standards and style-guide; wrote necessary ruby code to support the data structure of the front end

TRANSLOC

MARKETING, DEMAND GENERATION SPECIALIST

Designed and built (via Wordpress CMS) 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; planned and executed webinars and tradeshow events

CHICK-FIL-A

MARKETING DIRECTOR

Executed promotions/events; designed marketing materials; maintained restaurant websites; managed social media accounts; strengthened brand loyalty; analyzed marketing performance by sales KPIs

SECU

FINANCIAL SERVICES OFFICER

Provided exemplary customer service; Communicated financial product and account information; analyzed loan applications

NEXT

2015-NOW

2013-14

2011-13

2009-11