

URBN | Philadelphia, PA

SOFTWARE ENGINEER | MAR 2016 — PRESENT
FRONT END DEVELOPER | FEB 2014 — MAR 2016

Implement e-commerce features and user interfaces that power all URBN Brands including Anthropologie, Urban Outfitters and Free People.

- Write readable code adhering to internal front-end standards and maintain documentation towards reusable projects.
- Design efficient and reusable front-end systems with responsive web design patterns.
- Collaborate with UX Designers, Product Managers, Business Analysts, QA Engineers and Software Engineers to deliver compelling user-facing products that power the shopping experience for millions of users.
- Develop operational, marketing, event and brand emails. Improve XML data flow to provide accurate order information to the customer.

PHILADELPHIA EAGLES | Philadelphia, PA

LEAD DIGITAL DEVELOPER | OCT 2013 — FEB 2014
DIGITAL SERVICES COORDINATOR | MAY 2012 — OCT 2013

Responsible for the Philadelphia Eagles day-to-day digital operations and initiatives.

- Maintain PhiladelphiaEagles.com, LincolnFinancialField.com and Eagles mobile platforms by developing feature sections, microsites, multimedia applications and communications.
- Design graphics for web, print, mobile, social and marketing platforms.
- Coordinate with various departments including marketing, sales, merchandising, football operations and executive team to support digital initiatives and communication to fans.
- Implement email campaigns from conception to deployment including scheduling, A/B testing, database management, analytics and reporting for campaigns including weekly newsletters, breaking news, game notes, sponsorship promotions and event invitations.

MAMBO SPROUTS MARKETING | Collingswood, NJ

DIGITAL MEDIA SPECIALIST | OCT 2010 — MAY 2012
GRAPHIC DESIGNER | AUG 2008 — OCT 2010

Deploy digital marketing initiatives for leading natural & organic information & coupon site.

- Manage Digital Campaigns to fruition including concept, design, copywriting, development and implementation. Elements of digital campaigns include emails, landing pages, blogger outreach, branding and contest administration.
- Analyze site traffic and campaigns by conducting regular trends reports and reevaluate programs to optimize performance.
- Develop email campaigns with focus on driving traffic to site to increase lead generation.
- Design graphics for web, print, social and marketing platforms.

WOLTERS KLUWER | Remote

FREELANCE DESIGNER | FEB 2011 — JUN 2012

Provide digital marketing team coding and creative support for email and web campaigns.

- Adhere to email production deadlines, managing up to 22 email deployments per week by populating templates, designing graphics and coding segmented campaigns.
- Design and update marketing graphics for e-commerce site.

LANGUAGES/WEB SKILLS:

Expertise - HTML, CSS, SASS
Intermediate - Javascript, JQuery, JSON, XML
Working Knowledge - Python, MySQL, AngularJS, Gulp

TECHNOLOGIES/ PLATFORMS/ METHODOLOGIES:

GitHub
Git / Terminal
Agile / JIRA
Sublime Text
XCode
Responsive Web Design Patterns
Cross Browser Compatibility
Web Debugger
Webdriverio
Unit / Smoke / Integration Tests
Web Accessibility / ARIA

CMS - Contentful, Interwoven,
WordPress, Drupal

EMS/ESP - iContact, HubSpot,
CheetahMail, Mail Chimp

Adobe - Photoshop, Illustrator,
InDesign, DreamWeaver, After
Effects

GRADUATE

**Master of Science in
Interactive Design & Media**
Philadelphia University '12
Philadelphia, PA

UNDER GRADUATE

**Bachelor of Art in
Graphic Design**
Rutgers University '08
Camden, NJ