

Chicago, Illinois

# Andy Doan

Software Developer & Engineer

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## ABOUT ME

I am a full-stack savvy programmer who is passionate about leveraging data to build user-centered solutions and creating practical, aesthetically pleasing designs to maximize user-usability and engagement.

## SKILLS

### Languages & Architecture

Javascript (ES6 & Typescript), jQuery, Python, CSS, Sass, Bootstrap, HTML, SQL, React.js, Node.js, Express

### Tools & Platforms

MongoDB, Git, Github, Heroku, WordPress, SquareSpace, Wix, MySQL, PostgreSQL, Tableau

### Design

Sketch, Adobe Photoshop, Figma, Brand Design, Logo Design, Wireframing

## EDUCATION

### Software Engineering Immersive

General Assembly (Sep - Dec 2020)

### MA in Industrial/Organizational

#### Psychology

The Chicago School of Professional Psychology (2016 - 2018)

### BS in Psychology, minor in Biology

Berry College (2012 - 2016)

## EXPERIENCE

### Director of Business Development SIX4 Creative

July 2020-Current

*A Chicago creative agency where I serve part-time as the lead in generating business growth and marketing operations*

- Developed new sales processes contributing to 10% growth within first week of implementation while also creating training material for future employees
- Planned advertising strategy and implemented digital ads to increase the agency's web traffic by 35%

### Growth Associate Via Transportation

May 2018 - Sep 2020

*A global mobility tech company valued at ~2.25B where I served as the lead in user acquisition and field marketing for SaaS deployments*

- Pioneered Via's field marketing acquisition channel leading strategic planning, marketing campaign creation, and campaign execution across all major US markets and SaaS deployments abroad
- Scaled Chicago's field marketing team by 400% during peak seasons for 2 consecutive years contributing to 2x increase in new users overall and 15% increase in total ridership YoY
- Automated field marketing scheduling system using Python and Javascript incorporating key performance components to publish cost-effective schedules WoW cutting overhead costs by 50%
- Independently facilitated and formed 15 partnerships with event management companies and corporate businesses resulting in 20,000+ new users

### Driver Growth Associate Via Transportation

Aug 2016 - Feb 2018

- Developed onboarding and training resources for new employees that was utilized across 3 US consumer offices.
- Created and implemented a series of surveys across 5000+ member contingent workforce to identify disengagement factors; tailored driver marketing language to re-engage and attract new leads resulting in 35% growth within 8 weeks after implementation
- Led a series of focus groups to gauge member motivation and engagement which led to new developments for driver partner compensation models