

Travis Vander Hoop

Creative Generalist Turned Code Addict

Experience

- 2013 – 2014 **Web Development Immersive**
General Assembly · New York, NY
- Completed a 12-week immersive web development course, building scalable web applications using Ruby, Ruby on Rails, JavaScript, jQuery, Backbone.js, PostgreSQL, TDD, and more
- 2012 – 2013 **Assistant Video Editor**
Tree Top Seven · Brooklyn, NY
- Edited on-air promos for Comedy Central and Spike TV
 - Media managed all on-air elements
 - Maintained back-end of the Tree Top Seven website
 - Ensured productions met legal broadcast standards
 - Deployed productions for broadcast via Viacom Catapult
- 2011 – Pres. **Voice Actor**
Vander Hoop Voice Over · Brooklyn, NY
- Providing professional voice talent for globally-recognized clients, including Ben & Jerry's, Carmax, and Fuze
- 2011 – 2012 **Copywriter/Web Content Manager**
MoralEyes Eyewear · Brooklyn, NY
- Worked with a cross-departmental team to maintain the back-end of the MoralEyes website using the Shopify CMS
 - Composed, edited, and proofread all aspects of MoralEyes.com
 - Debugged HTML/CSS in Shopify and WordPress
 - Managed the content of all social media channels, including Facebook, Twitter, LinkedIn, and Pinterest
- 2010 – 2011 **Junior Copywriter**
Amalgamated (since renamed Silver + Partners) · New York, NY
- Contributed to the conceptualization and execution of global ad campaigns for clients including Ben & Jerry's and Coca-Cola
 - Presented campaign concepts to department heads and clients
 - Drafted in-house press releases and client-facing presentations
 - Coordinated with account and production teams to ensure projects met deadlines

Contact Information

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Skills

Front-End Web Development
HTML5, CSS3, JavaScript, jQuery, AJAX, JSON, SASS

Back-End Web Development
Ruby, PostgreSQL, RSpec, Jasmine, Capybara

Web Frameworks
Ruby on Rails, Sinatra, Backbone.js

Methodologies
TDD, BDD

Management
git, GitHub, Basecamp

Content Management Systems
Shopify
WordPress

Video
Final Cut 7
Adobe Premiere Pro

Education

Degree: B.A. · English Literature
University of Wisconsin · Madison