Travis Vander Hoop
Creative Generalist Turned Code Addict

Experience

2014 – Pres.

Teaching Assistant - Web Development Immersive
General Assembly · New York, NY
· Hold nightly office hours for 20+ students of an immersive, 12-week web development course
· Coordinate with lead instructors to ensure effective reinforcement of the concepts and technologies covered, including OOP, Ruby, Ruby on Rails, JavaScript, jQuery, Backbone.js, SQL, and TDD/BDD
· Report to the lead instructors on common problem areas uncovered in the students' work for revisiting in lectures and project planning
· Developed MetaPinger, a one-stop Heroku app that pings students' Heroku apps at 10-minute intervals to keep projects from idling

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

Web Development Immersive 2013
General Assembly, New York, NY