

Veronica Erick

Software Engineer

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TECHNOLOGIES

Languages | JavaScript (AJAX, JSON), HTML5, CSS3, Python

Frameworks/Libraries | Flask, jQuery, Bootstrap, Jinja2

Database/Industry Tools | PostgreSQL, SQLAlchemy, Git, GitHub

Tools/Software | Heroku, Wordpress, Photoshop, Sketch/Balsamic

PROJECT

Wanderful is a fullstack web application that makes planning vacations, trips and adventures more fun and less time consuming. Users search by location and date, and the app curates local listings of the highest rated attractions for the given location, and events for that date that are within close proximity to that location. Users can save search results to their agenda to view later and send themselves SMS reminders about upcoming saved events so they always know what they have planned even when they're on the go.

Tech stack | Python, Flask, JavaScript (AJAX & JSON), HTML, CSS, Bootstrap, SQL, Yelp API, Eventbrite API, Twilio API and Google Maps API.

Github link: www.github.com/veronicaerick/wanderful

WORK EXPERIENCE

Web Development Intern

Current

One Day Labs - Santa Rosa, CA

- Part-time 6-week internship, hands-on training in PHP and CMS system development. Advanced training on HTML5, CSS3 & Javascript
- Building websites in one day using agile/rapid development methodology in a collaborative team of design engineers

Marketing & IT Project Manager

2011 – 2016

Ellen Blakeley Studio - Santa Rosa, CA

- Oversaw the planning, development, and execution of all marketing and advertising activities
- Improved product marketability through research and analysis of new market opportunities
- Managed IT and web based projects and issues including development of the company website and features, development of online marketing materials, e-campaigns, social media accounts, paid advertising, and PR
- Achieved a strong social media presence and developed new content to boost new channels to optimize ROI

Associate & Project Manager

2014 – 2016

California Financial Services - Santa Rosa, CA

- Managed all online materials including website, client database and CRM database
- Implemented document automation software company-wide to improve efficiency
- Implemented media monitoring applications company wide to track client activity
- Built and maintained new websites for new branches of the firm

Marketing and Event Management Intern

2013

Lagunitas Brewing Company, Petaluma, CA

- Assisted with developing and executing consumer marketing programs for the Northwest region
- Researched and presented reports on potential sponsorship opportunities and partnerships
- Used proprietary CRM software to track all activities/communication with customers and partners
- Worked directly with the regional manager of events with on and off site consumer, retail, & community events

EDUCATION AND TRAINING

Hackbright Academy - Spring 2016

Software Engineering Fellowship

UC Berkeley - 2014

Bachelor of Arts, Business and Neuropsychology