# Rebecca Hoerner

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## SUMMARY

Full Stack Web Developer with 5+ years of experience in digital advertising and performance media. Lead increased efficiency on a Fortune 50 account by +203% YoY while managing $2MM+ in media budgets. Fast learner, passionate about code, detail-oriented, hungry for new technologies, has a highly adaptable personality, and thrives in a fast-paced environment.

## TECHNICAL SKILLS

React, MongoDB, Express, Node.js, HTML, CSS, JavaScript, jQuery, Bootstrap, Responsive Design, Materialize, APIs, MySQL, SQL, Command Line, Git, JSON, AJAX, Firebase, Mongoose, Sequelize, WordPress, Digital Media

## PROJECTS

**ThisForThat | https://thisforthatapp.herokuapp.com/ | https://github.com/violettebec21/thisforthat**
ThisForThat is a timekeeping web application that enables users to digitally send and guarantee their time to friends so they can trade time as a commodity ("Venmo for time").
- Utilized: React, Node.js, MySQL, Sequelize, Materialize, PassportJS, JQuery, AJAX, Express, Heroku, HTML

**Pad Notes | https://pad-notes.herokuapp.com | https://github.com/violettebec21/PadNotes**
Pad Notes is a web application that helps users manage chores, bills, & grocery inventory in their households. Users are able to create groups to assign chores, request payments, post bill documents & grocery lists, & chat with members.
- Utilized: Express, Node.js, Firebase, Moment JS, Passport JS, HTML, CSS, JavaScript, Bootstrap, Multer (uploading files), Cloudinary (pdf storage)

## EXPERIENCE

**Manager, Team Lead, Digital Performance Media**– TMP Worldwide **–** Chicago, IL                **2017 - Present**
Manage $1.7MM+ media budget for Fortune 50 client across five business units for an Aerospace & Defense company; direct, analyze & optimize SEM, Video & Programmatic campaigns to strategically run media across channels.
- Direct clients on website redesigns, recommend site updates to align with SEO best practices, and lead optimization recommendations for advertising strategy and business goals
- Lead meetings with clients and technical teams to solve business problems (e.g. placing tracking tags, configuring backend platform logic to parameters, configuring new platform connections)
- Develop documentation for team processes and best practices to improve media team operational efficiencies

**Media Manager**– Performics **–** Chicago, IL                **2015 - 2017**
- Managed over $10MM+ in media budgets across 5 clients in diverse verticals (natural energy, travel & hospitality, CPG, pet care, & financial services) to drive client performance goals (leads, brand awareness)
- Directed client digital media campaigns from initiation to management & communicated agency service offerings

**Associate Media Planner**– 87AM– Chicago, IL                **2014 - 2015**
- Commanded data analysis to identify & recommend strategies for increasing campaign performance
- Conducted quality assurance process across team deliverables to ensure campaign launch alignment with plans

## EDUCATION

**Northwestern University School of Professional Studies**, Chicago, IL | Full Stack Web Development Certificate 2018-2019

**The University of Georgia,** Athens GA | Bachelor of Arts in Journalism, Advertising & New Media Certificate        2009 - 2013