

Rebecca Hoerner

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LinkedIn: [linkedin.com/in/rebecca-hoerner](https://www.linkedin.com/in/rebecca-hoerner) | Github: github.com/violettebec21 | Portfolio: <https://violettebec21.github.io/>

SUMMARY

Full Stack Web Developer with 5+ years of experience in digital advertising and performance media. Experience increasing efficiency on a Fortune 50 account by +203% YoY while managing \$1.7MM+ in media budgets. Passionate about code, detail-oriented, hungry for new technologies, has a highly adaptable personality, and thrives in fast-paced environment.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript, React, Express, Node.js, jQuery, Bootstrap, Responsive Design, Materialize, Node.js, APIs, MySQL, Command Line, Git, GitHub, JSON, AJAX, Firebase, React, MongoDB, Mongoose, Sequelize, Handlebars

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").

- Technologies used: NodeJS, React, MySQL, Sequelize, Materialize, PassportJS, JQuery, AJAX, Express, Heroku, Google Cloud Platform (GCP)

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 household groups to assign chores, request payments for bills, post bill documents, post which groceries are needed, and chat with group members.

- Technologies used: HTML, CSS, JavaScript, Bootstrap, Express, Node JS, Firebase, Moment JS, Passport JS, Multer (used for uploading files), Cloudinary (pdf storage)

EXPERIENCE

Manager, 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.

- Effectively advise clients on website redesigns and recommend site updates in order to best serve advertising strategy and business goals
- Command data analysis of key metrics to identify & recommend strategies for increasing campaign performance

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 and managed daily workflow of all client digital campaigns from start to finish, communicated service offerings, and delivered new solutions for clients

Associate Media Planner— 87AM— Chicago, IL

2014 - 2015

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