Whitney Greta

Junior Front-End Developer

📞 913-787-2200 ✉ wknightly22@gmail.com 🔗 **Portfolio** 🔗 **LinkedIn** 📍 Des Moines, IA

EDUCATION / CERTIFICATIONS

Front-End Engineer Certification

Codecademy

📅 2024 - 2025   📍 Online

Google Analytics Certification

Google Skillshop

📅 Expires: Sep. 2026   📍 Online

B.A. Psychology, Writing Minor

Drake University

📅 2011 - 2014   📍 Des Moines, IA

EXPERIENCE

Confluence Brewing Co.

Merchandiser & Brand Ambassador

📅 2024 - Present   📍 Des Moines, IA

- Merchandise product for Confluence Distribution at Hy-Vee and Fareway stores in the Des Moines metro
- Lead the creation of holiday merchandising routes by coordinating with the merchandising team and the sales & distribution department
- Assist the sales department by covering sales routes as needed and representing the Confluence brand at samplings

Sales Representative

📅 2021 - 2024   📍 Des Moines, IA

- Prioritized a proactive and customer-focused approach by building relationships with account managers and representing the Confluence brand at festivals, samplings, and events
- Recognized for rebuilding our Hy-Vee network in the Des Moines metro by establishing a strong foundation of trust, communication, and organization
- Increased sales within my territory by 14% from 2022 to 2023
- Input and analyzed inventory data and sales trends via CRM software, Encompass, to inform decision-making and create sales growth opportunities

515 Brewing Co.

Account & Brand Manager

📅 2019 - 2021   📍 Clive, IA

- Built and maintained relationships with retail accounts and managed wholesale beer Distribution
- Initiated and strengthened partnerships with local organizations to increase community engagement and brand awareness
- Developed engaging digital content and promotions for social media and newsletter
- Implemented and managed our Online Ordering system during COVID-19 due to limitations on in-taproom service

SKILLS

HTML5   CSS3   JavaScript

React.js   SCSS/Sass   Bootstrap

Responsive Design   VS Code

GitHub   Content Creation

Brand Management   Git

PERSONAL PROJECTS

Embark Performance Training

📅 2025 - Present

🔗 **View Project**

HTML5, CSS5, JavaScript, Bootstrap, Sass

- Designed and developed a multi-page, responsive website for a local Des Moines small business
- Collaborated with the business owner on wireframes and branding

Jammming React App

📅 2025

HTML5. CSS3, JavaScript, React.js

- Developed a React web app for Codecademy's Front-End Engineer Career Path that utilizes Spotify API allowing users to search the Spotify library, create a custom playlist, then save it to their Spotify account
- Added features not required for the project, such as: separate login page before entering the app, not allowing the same song to be added to the same playlist twice, and removing a song from the "results" list once added to the current playlist