

# WHITNEY GRETA

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## EDUCATION & CERTIFICATIONS

**Codecademy** | *Online* | 2024-2025

Front-End Engineer Certificate

**Skillshop** | *Online* | *Expires: Sep 2026*

Google Analytics Certification

**Drake University** | *Des Moines, IA* | *Aug 2011 - Dec 2014*

Psychology B.A., Writing Minor

## SKILLS

**Programming Languages**

HTML5, CSS3, JavaScript, SCSS/Sass

**Libraries / Frameworks**

Bootstrap, React.js

**Tools / Platforms**

VS Code, Git, GitHub

## PROJECTS

**Embark Performance Training** | *HTML5, CSS3, JavaScript, Bootstrap, Sass*

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

**Jamming Codecademy React App** | *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

## EXPERIENCE

**Confluence Brewing Co.** | *Des Moines, IA*

Merchandiser & Brand Ambassador (Jan 2024 - Present)

- Merchandise product for Confluence Distribution at Hy-Vee and Fareway stores in the Des Moines metro
- Spearheaded the creation of holiday merchandising routes by coordinating with our 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 (Aug 2021 - Jan 2024)

- 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.** | *Clive, IA*

Account & Brand Manager (July 2019 - Aug 2021)

- Built and maintained relationships with retail accounts and managed wholesale beer distribution
- Implemented and managed our Online Ordering system during COVID-19 due to limitations on in-taproom service
- Initiated and strengthened partnerships with local organizations to increase community engagement and brand awareness
- Developed engaging digital content and promotions for 515's social media and newsletter

Assistant Taproom Manager (Oct 2016 - July 2019)

- Fostered a positive taproom experience by overseeing operations, training new taproom employees, meeting staff and customer needs, and assisting in event planning and execution
- Led the creation of a new donation policy and process, and fielded all donation requests