

WHITNEY GRETA

Front-End Developer

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[Portfolio](#) | [GitHub](#) | [LinkedIn](#)

EDUCATION & CERTIFICATIONS

Codecademy | *Online* | 2024-2025

Front-End Engineer Certificate

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

Psychology B.A., Writing Minor

SKILLS

Programming Languages

HTML5, CSS, JavaScript, Sass

Libraries / Frameworks

Bootstrap, React.js

Tools / Platforms

VS Code, Git, GitHub

PROJECTS

Jamming Codecademy React App | *HTML5, CSS, 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

Embark Performance Training | *HTML5, JavaScript, Bootstrap, Sass, Figma* | *Project in Development*

- Designing and developing a multi-page website for a local small business
- Created wireframes through Figma and collaborated with the business owner on UX/UI design and branding

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
- Analyzed inventory data and sales trends 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, and meeting staff and customer needs
- Managed merchandise inventory, donation requests, and assisted in event planning and promotions on social media