

# Whitney Greta

## Junior Front-End Developer

📞 913-787-2200 📩 wknightly22@gmail.com ↗ Portfolio ↗ GitHub ↗ 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
- Managed 85 accounts and increased sales within my territory by 14% (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
- Developed engaging digital content and promotions for social media and email newsletter
- Initiated and strengthened partnerships with local organizations to increase community engagement and brand awareness
- 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

Paul Knightly Photography

📅 2026

↗ View Project

HTML5, CSS3, JavaScript, Bootstrap

- Migrated a Wordpress site to a static, hard-coded site hosted by GitHub Pages
- Improved site Performance on both mobile and desktop by 43% and 23%, respectively
- Improved Accessibility on both mobile and desktop by 23%
- Improved Best Practices on both mobile and desktop by 26% and 37%, respectively
- Improved SEO on both mobile and desktop by 9%

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