

# Joel Mounts

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**INTRO:** 5 years business development for ecommerce brand; biology b.s.; software developer

- **Business Development:** Content & Marketing management for educational small business – #1 in niche
- **Software Dev:** Full-time Vue.js Engineer; highly competent in web development & digital automation

## SELECTED WORK EXPERIENCE

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### RoveIQ

July 2024 – Feb 2025 (*downsized*)

Frontend Engineer – Vue 2, Svelte, Javascript/Typescript, HTML/CSS, Git, Postgres, Golang

Remote

- As a frontend engineer, I translated designs from clients like Disney & Miami Design District into Vue apps
  - Disney Springs: primary engineer for initial client design
- **i18n:** developed 10 different language keyboards, including Chinese and Korean while implementing i18n
- **component development:** developed new components like a send-to-phone sequence

### Stratacache

July 2022 – July 2024

Frontend Engineer - Vue 2/3, Javascript/Typescript, HTML/CSS, Git, Jira, Storybook

Dayton, OH

- As Frontend Engineer, I translated designs from Tim Hortons, McDonalds and other clients into Vue apps
  - Taco Bell redesign: contributed ~20% of code to current menu boards in the field
  - Tim Hortons Canada: serviced constant bi-weekly content changes for 4000+ locations
- **Bug fixes:** first-line of trouble-shooting for bugs from integration, technical errors, or hardware mismatches
- **i18n:** Maintained multi-language support, including 4 variations of French & English combinations
- **Project Standardization:** Standardized code bases, including Documentation, Prettier/linting, node & node module versions, proprietary components, branching strategies and branch cleanup for 5 major client projects
- **Internal Tooling:** Worked on several components for a frontend UI Library, each with multiple stories and tests; implemented these components across a range of internal tools to standardize brand, feel and functionality

### Debatetrack

March 2019 – Present

Owner & Operator

Online

- Debatetrack is an education brand for high-school debate clubs, publishing free & paid learning materials
- As Owner & Operator, I research & record monthly policy lectures for YouTube & manage marketing & sales
  - Email list management: 0-3000 in a ~10000-customer niche, 50%+ open rates and 10% sales conversion

### ThatAPICompany

March 2022 – July 2022

Application Developer - Javascript, HTML/CSS, React, Git

Online

- Developed applications for educational APIs, including the famous Cat API – [demo here](#)

### Asian Debate League

September 2016 – August 2022

Debate Coach

Taipei, Taiwan

- Taught political topics and speech & debate skills to local & international students around Taiwan island
  - Maintained the highest customer satisfaction & student retention rate in company history

### New Oriental (新东方)

April 2015 – May 2016

ESL Teacher

Guangzhou, China

04/2015 - 05/2016 – Guangzhou, CN

- Developed protocols at a new branch of China's largest educational company
- Organized and led monthly in-house cultural events for 20-60 students
- Taught 90-120-minute lessons for students ages 3-15 in English-immersion classrooms

### CSC Import & Export

December 2015 – December 2016

*Marketing Manager*

*Guangzhou, China*

- Developed & executed i) marketing plan, ii) CRM system, and iii) training systems for company
- Developed content, metrics and responses for ad campaigns, newsletters, a website, and social media

**University of Arkansas Department of Chemical Engineering**

**April 2012 – August 2012**

*Research Assistant*

*Fayetteville, AR*

- Researched, designed and executed a study in fabricating a polymer membrane for CO2 dispersion to algae crops used for 2nd-generation ‘advanced’ biofuels

**Grand Valley State University Department of Psychology**

**January 2010 – May 2012**

*Research Assistant*

*Allendale, MI*

- Created, contributed to or carried out four studies—two relating to emotional affect & verbs in developmental linguistics, and two pilot studies relating i) verbs to semantic memory and ii) nouns to spacial memory

**Grand Valley State University Library**

**August 2012-May 2013**

*Peer Research Consultant*

*Allendale, MI*

- Consult one-on-one with graduate and undergraduate students on research assignments to help build skills of finding and evaluating academic resources and integrating research into papers
- Consultations rated as ‘very comfortable’ and ‘confidence-boosting’ in 100% of appointments

**Grand Valley State University - Honors College**

**2010-2013**

*Resident Assistant*

*Allendale, MI*

- Direct management of 80-120 and indirect management of 800+ on-campus students as first point of contact for socio-emotional, academic, logistic and physical safety needs
- Plan and execute programming for 10-100+ students of all grade levels that focuses on intentional learning domains such as diversity, critical thinking, leadership and sustainability, while emphasizing academics
- 2011-12: RA of the Year, selected from the 300+ staff

**EDUCATION & CERTIFICATES**

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<b>Grand Valley State University</b> <i>BS Biopsychology</i> .....	<b>May, 2013</b> <i>Allendale, MI</i>
<b>Amazon Web Services</b> <i>Solutions Architect Associate</i> .....	<b>October, 2023</b> <i>Online</i>
<b>Coding Temple</b> <i>Full-stack Software Certificate</i> .....	<b>May, 2022</b> <i>Online</i>

**EDUCATION COURSEWORK**

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<b>University of British Colombia</b> <i>Online Course Development</i> .....	<b>2021</b>
<b>University of Michigan</b> <i>Designing &amp; Leading Learning Systems</i> .....	<b>2021</b>
<b>Harvard University</b> <i>Intro to Family Engagement in Education</i> .....	<b>2019</b>

**TOOLS, SKILLS & INTERESTS**

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- **Tools:** Javascript, Typescript, Python, Vue / React / Svelte, Figma, Git, SQL, APIs, Visual Studio, APIs, GPT
- **Skills:** Communication, Education, Project Vision, Client Relations, Social Media, Chinese Relations
- **Interests:** Coffee, Lifting, Chess (1600), Hiking, Cooking, Gaming