



EDUCATION

- **NORTHEASTERN UNIVERSITY | SEPTEMBER 2012 - MAY 2017**
BOSTON, MA | GPA 3.7
Bachelor of Science in Interactive Media alongside Business Administration
- **JOHN CABOT UNIVERSITY | JANUARY 2015 - MAY 2015**
ROME, ITALY | STUDY ABROAD

EXPERIENCE

- **LEAFLY | SOFTWARE ENGINEER**
DECEMBER 2017 - PRESENT | SEATTLE, WA
 - Developed single page React applications to migrate over from our large monolithic .NET public-facing website.
 - Worked with engineering team to support and evolve Leafly.com with server side, API, and client side development.
 - Assisted with development of the first legal cannabis pickup web application using React, CSS, HTML, JavaScript, Webpack, Node.js, and JSON.
 - Collaborated with product and design team to establish a standard page layout grid for pixel-perfect mobile and desktop web experiences.
- **DIGITALCHEMY, LLC | USER ACQUISITION SPECIALIST**
JULY 2017 - DECEMBER 2017 | SEATTLE, WA
 - Drove ASO globally for several category-leading utility and lifestyle apps by facilitating app improvements to increase user acquisition and retention.
 - Analyzed app store data from Apple App Store and Google Play Store to generate reports, optimize keywords conversion and increase discoverability.
 - Managed the progress and analyzed the iterations of experiments.
- **AMAZON WEB SERVICES | DIGITAL MARKETER AND DEVELOPER**
JULY 2016 - DECEMBER 2016 | SEATTLE, WA
 - Built over thirty effective landing pages for major AWS events, performed A/B tests to drive higher conversion rates, conducted a competitive analysis of other B2B companies and created reports on my findings and research.
 - Provided assistance with email campaigns, offered general code support for email template builds, and Marketo landing pages.
 - Designed, produced, and tested HTML and CSS mail assets that functioned across a number of platforms and email clients.
- **ROCKET INTERNET | FRONT-END DEVELOPER AND DIGITAL MARKETER**
JUNE 2015 - DECEMBER 2015 | BERLIN, GERMANY
 - Responsible for front-end development of various projects including site management for various clients, mobile app development, design of web pages, and HTML/CSS/Javascript buildkits.
 - Created press releases, website content, brand and campaign concepts, advertisements, blogs and social media channels.
 - Coordinated and executed multi-country marketing campaigns with clients across +100 markets around the world.
- **PLYMOUTH ROCK ASSURANCE | CLAIMS TECHNICIAN**
JULY 2014 - JANUARY 2015 | BOSTON, MA
 - Processed Personal Injury Protection Applications, calculated claims amounts, and made payments to providers, insured's and claimants.
 - Conducted extensive market research to evaluate potential prospects.
- **ARTISTRY MAGAZINE | MANAGING EDITOR**
JANUARY 2014 - MAY 2016 | BOSTON, MA
 - Edited articles for the magazine that had been submitted.
 - Oversaw the entire club to ensure it was running smoothly and efficiently and worked closely with the executive board members.

COMPUTER SKILLS

LANGUAGES, LIBRARIES & FRAMEWORKS

HTML
CSS
JavaScript
React
NextJS
Redux
jQuery
SQL
Bootstrap

APPLICATIONS

Docker
Postgres
Git
JIRA
Adobe Creative Suite
Zeplin
InVision
Optimizely
Excel
Drupal
WordPress
Salesforce
Marketo
Google Analytics
SplitMetrics
VWO

REFERENCES

Michael Barrett | Lead Software Engineer at Leafly
(503) 381-1220

Kayleigh O'Hara | Lead Software Engineer at Leafly
kayleigh.ohara@leafly.com

Majid Burney | Principal Software Engineer at Leafly
majid.burney@leafly.com

Aidan Hughes | CEO at Digitalchemy
(425) 785-9946

Mishi Schueller | Digital Marketing Manager at Amazon
mishis@amazon.com

Steve Scamihorn | Senior Manager at Amazon
steve@scamihorn.com

Nils Seger | Co-Founder at RCKT.
nils.seger@rckt.com