

## ROTHY'S 3.5 years (ongoing) — San Francisco, CA

### SENIOR SOFTWARE ENGINEER

By leveraging our CDP to create custom functions, I improved our ability to streamline data flow and respond to events from other platforms. Handling the migration to a new tracking platform made product analytics reporting faster and easier. Setting up AB tests and productionalizing successful results supported product decision making. Precise documentation and communication are critical skills I bring to my role, helping me work with stakeholders and developers to define best practices and evaluate technologies to further improve rothys.com.

### FRONTEND ENGINEER

I improved the user experience on rothys.com by working closely with designers, developers, and vendors to write code for new UI features, bug fixes, and accessibility enhancements. I also expanded the analytics stack to take advantage of server-side tracking, resulting in increased conversion tracking accuracy in downstream platforms.

### GROWTH MARKETING ENGINEER

I refined the analytics setup to work more seamlessly with the Rothy's ecommerce website. Collaborating with the analytics and growth teams helped me enrich tracking events with data that supported their goals.

## KIOSK 5 years — Novato, CA

### FRONTEND WEB DEVELOPER

I built dynamic websites and display assets for campaigns and brands, often integrating with third-party APIs for special features. I took responsibility for making my sites accessible and performant. I also conducted analytics audits and implemented tracking setups for all of our clients.

#### Community Psychiatry

Utilized asynchronous Javascript and Google Maps to connect people with care providers.

#### Covet Fashion

Kept fans apprised of community events and supported user-generated content submissions.

#### Novato Tomorrow

An online, easily navigable version of the City of Novato's General Plan.

### PRODUCTION DIRECTOR, PROJECT MANAGER

I optimized the production pipeline by creating schedules, documentation, and checklists for each project phase. I managed developer task loads and insulated them from context-switching via careful scheduling. This helped our team achieve smooth deployments of high quality websites and creative assets in a fast-paced agency environment.

## INDEPENDENT 4 years — San Francisco, CA

### FREELANCE WEB DESIGNER AND DEVELOPER

#### Quentin Thomas Associates

Photography-centric brochure website showcasing the work of a small architectural lighting firm.

#### Jerrytron

Online presence for an individual that included their diverse creative portfolio, events calendar, and blog.

## POPCAP GAMES 1 year — San Francisco, CA

### ASSOCIATE PRODUCER

## ELECTRIFIED GAMES 2 years — San Rafael, CA

### ASSOCIATE PRODUCER

## EDUCATION & CERTIFICATIONS

►► Complete employment history available at request

B.S. Mechanical Engineering Technology, *cum laude*  
Central Michigan University

Master of Entertainment Technology  
Carnegie Mellon University

Google Analytics Individual Qualification

Google Analytics (GA4) Certification

### WEB TECHNOLOGIES

HTML, CSS, Sass/SCSS  
Javascript, jQuery, Vue  
php, Wordpress, Shopify  
git, Gulp, webpack

### WEB ANALYTICS

Amplitude, Segment  
Google Analytics  
Google Tag Manager  
Google Data Studio  
Optimizely, OneTrust

### CREATIVE

Photoshop, Lightroom  
Premiere, Illustrator  
Google Web Designer  
3D Studio Max, Blender

### PRODUCTIVITY

Github, Gitlab, Perforce  
Harvest, Teamweek  
Jira, Hansoft, Fogbugz  
Trello, Wrike, Airtable