

# RYAN ROTZ

WEB DEVELOPER

## EXPERTISE

HTML / CSS



JavaScript



Angular



Node / Express



PostgreSQL



## EDUCATION

### FULL-STACK WEB DEVELOPMENT

General Assembly  
August 2016

A.A.S  
Whatcom Community College  
June 2010

## CONTACT

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## ABOUT

Full-stack web developer and digital marketer who discovered code and couldn't stop building things. I'm proficient in JavaScript, HTML, and CSS and specialize in Angular. I pick up new technologies quickly and have a proven track record of bringing cross-functional teams together to get the job done.

## PROJECTS

### SHPE BUILD A FARMER HACKATHON | 3RD PLACE | NOV 2016

Built a full-stack app that gives farmers the ability to create and share safety checklists with their workers, increasing safety, accountability, and OSHA compliance. I served as a front-end developer and project manager. Our team won \$3,000.

**Technologies:** JavaScript, jQuery, PostgreSQL, Knex, Materialize, HTML, CSS

### THIS WEEK

A mobile-optimized site for viewing what MeetUps are happening in your area this week. Swipe left/right to search multiple topics at once.

**Technologies:** JavaScript, AngularJS, Node.js, Express.js, HTML, CSS, UI Bootstrap, Meetup API

### WHAT I WORE

A hybrid mobile app that accesses your camera and tracks your outfits each day.

**Technologies:** Ionic, Cordova, MEAN stack (MongoDB, Express.js, AngularJS, Node.js)

### KAYAKBUDDY

A site for kayakers to find other kayakers. Users can login with Facebook, set up a profile, join groups, and contact other users. This was a group project.

**Role:** Authentication, authorization, project management, styling

**Technologies:** Ruby on Rails, Materialize, HTML, CSS, Heroku

### COLORDAT

Search for home decor by color. Users enter a color, view home decor products from Amazon, and save products to color boards for later use.

**Technologies:** JavaScript, Node.js, Express.js, PostgreSQL, Sequelize, HTML, CSS, Bootstrap, Heroku, Amazon API

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## EXPERIENCE

I worked at Faithlife for 5 years in digital marketing campaign management and strategy. I also started the company's first digital publishing imprint. An entrepreneur at heart, I founded a social media startup in college as well as my own consulting business.

### MARKETING STRATEGIST | LOGOS MOBILE EDUCATION | AUG 2014 — JAN 2016

- Increased revenue 50% year over year.
- Trained team to use HTML, CSS, and JavaScript to create custom product pages.
- Lead troubleshooter for webpage issues (HTML/CSS).
- Wrote HTML emails and analyzed open rates and CTR with email team.
- Project managed campaigns, leading cross-functional meetings to analyze performance metrics, troubleshoot issues, develop new strategies, create timelines and workback schedules, and coordinate deliverables.

### PRODUCT PROMOTION SPECIALIST | LOGOS | MAY 2013 — AUG 2014

- Increased pre-orders 11.7% year over year.
- Increased user participation 80.6% and 23.7%.
- Increased revenue growth from 4.5% to 33.5%.

### DIRECTOR | KIRKDALE PRESS | MAY 2012 — MAY 2013

- Published the #5 best-selling book on iTunes in its category—in our first year.
- Project managed the creation of the brand's website, including planning, writing all content, overseeing design and development, and managing timelines and budgets.
- Analyzed Google Analytics data to increase traffic, revenue, CTR, and more.

### PUBLICIST / MARKETING ASSISTANT | LOGOS | NOV 2010 — MAY 2012

- Provided project management for marketing campaigns and microsite launches.
- Wrote marketing copy for emails, blog posts, press releases, social media, landing pages, and more.

### CEO | SUPERNACK, LLC | JAN 2010 — DEC 2010

Pursued an idea for a social recommendation engine centered around topics, similar to Reddit.

### SOCIAL MEDIA CONSULTANT | ROTZ CONSULTING | AUG 2009 — NOV 2010

Assisted companies with their social media strategy, blog strategy, and content creation.