

# Jesse Novotny

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## TECHNICAL PROJECTS

**Full Tilt Dev** - *Personal brand landing page to showcase my broad skillset.*

- Demonstrate my knowledge and implementation of digital marketing in tandem with full stack web development.
- Start to finish project management. Less than 1 week from conception to launch.
- Ruby on Rails, PostgreSQL, and ActionMailer, Bootstrap, Owl Carousel and jqBootstrapValidation plugins.

**The BOUJ** - *Lead developer for Phoenix-based startup creating an alternative to Yelp for finding local bars and restaurants.*

- Custom UI on Bootstrap built to the likeness of wireframes.
- Ruby on Rails API, PostgreSQL database, and ActiveRecord associations.
- Integrated Stripe for payments and Google Maps APIs without any prior knowledge of such technologies.

**Food Ease** - *UX oriented recipe search engine with integrated cookbook and shopping list management tools.*

- Ruby on Rails API, PostgreSQL database, ActiveRecord associations, and Devise for user authentication..
- AngularJS and Bootstrap for dynamic, responsive views
- Search engine tied to external API with massive recipe database.

**Questionable** - *Purely functional and dynamic Q&A application modeled after Quora.com.*

- Utilized jQuery and JavaScript to minimize page refresh.
- Applied AJAX and jQuery for all CRUD actions.
- Used Ruby on Rails API with SQLite database and ActiveRecord associations.

## TECHNICAL SKILLS

Fluent programming in Ruby, Rails, AngularJS, Javascript, jQuery, SQLite

## EMPLOYMENT HISTORY

**Student-Tutor**, Tempe, AZ

Chief of Operations, *August 2014 - November 2016*

- Oversaw all sales, customer service, and customer value optimization.
- Improved conversions by developing digital marketing and sales funnel strategies.
- Contributed to the UX of our website, landing pages, and blog content.
- Streamlined daily operations through Infusionsoft automation techniques.

**REI**, Northridge, CA

Sales Specialist, *September 2011 - September 2012*

- Led membership signups for 3 months in a row.
- Provided top tier customer service in footwear, camping, and action sports with superior communication skills.

**Greenpeace**, Christchurch, New Zealand

Campaign Fundraiser, *May 2010 - June 2011*

- Surpassed all fundraising goals during a pilot campaign in Christchurch, which had been struck by an earthquake.
- Raised awareness for local environmental/political issues through door-to-door outreach.

## EDUCATION

**Flatiron School**, Remote - *November 2016*

Full Stack Web Development, Ruby on Rails, JavaScript, AngularJS

**University of California, Santa Cruz** - *June 2010*

Degree: Bachelor of Arts with Honors in Environmental Studies, Minor in Social Psychology