

SUMMARY

I'm an enthusiastic web developer with a diverse background in design and marketing. I have used my marketing skills to create and promote several brands in B2B relationships. Through my experience, I developed a curiosity for coding and a passion for making things on the web. I'm committed to continuous growth in technology, and developing functional, well-crafted web applications with a strong team.

TECHNICAL SKILLS

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|--------------------|-------------------------------------|------------------|
| • JavaScript ES6 | • React React Native Redux | • PHP mySQL |
| • HTML | • Wordpress Theme Development | • Node Express |
| • CSS Sass | • Adobe Creative Suite Ps, Id, Ai | • Git GitHub |

PROFESSIONAL EXPERIENCE

SALES & MARKETING COORDINATOR

Bishop Distributing | Grand Rapids, MI

November 2014 - Present

- Worked with product management team to develop Homecrest Flooring, a robust private label brand. Projects included website development, display merchandising and trade show exhibits. Homecrest has quickly become Bishop's flagship brand, with substantial sales growth year over year.
- Communicated promotions, pricing, product announcements and all pertinent Bishop information to our customers via mass email campaigns, store visits, POP tools and direct mailers.
- Supported our customers by creating 'pull-through' marketing strategies designed to drive traffic to their stores.
- Organized and executed all company sponsored sales events in Detroit and Grand Rapids. Each event brought in at least 275k in gross revenue.

MARKETING ASSISTANT

EasyPro Pond Products & Porous Pave Inc. | Grant, MI

May 2012 - November 2014

- Developed a strong skill set and an eye for graphic design by assembling annual product catalogs, sell sheets, brochures, banners and other marketing collateral.
- Filmed products in real-world water feature installations and used the footage to create product campaigns and instructional videos on YouTube. The company's YouTube channel now has nearly 70k video views.
- Shot and edited hundreds of product photos for use in digital and print publications.
- Maintained several company websites with current product information, video, news and project photos.

EDUCATION

WEB DEVELOPER BOOTCAMP

Grand Circus Coding Bootcamps | Grand Rapids, MI

December 2017

- Developed TownFly, a lightweight and fun event finder app built on React and Redux. | github.com/psollars/townfly
- Worked with bootcamp students in several small teams to plan, build and demo fully functional web applications.
- Learned modern web development techniques using the React JavaScript framework.
- Used Git/GitHub version control to collaborate and maintain all projects within teams.

BACHELOR OF SCIENCE, MARKETING

Ferris State University | Big Rapids, MI

May 2012

- American Marketing Association (AMA) member
- Google Analytics IQ (GAIQ) certification
- eCommerce Marketing certification
- Business-to-Business Marketing certification