

ROD ELLIOTT

FULL STACK DEVELOPER

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SOFTWARE & LANGUAGES

HTML/CSS	● ● ● ● ● ● ● ○
Salesforce	● ● ● ● ● ● ● ○
Photoshop	● ● ● ● ● ● ● ○
HubSpot	● ● ● ● ● ● ● ○
Visual Studio	● ● ● ● ● ● ● ○
JavaScript	● ● ● ● ● ○ ○ ○
Git	● ● ● ● ● ○ ○ ○
Python	● ● ● ● ○ ○ ○ ○
Xd	● ● ● ● ○ ○ ○ ○
SQL	● ● ● ○ ○ ○ ○ ○

AWARDS

2020 Lehigh President's Award
2020 Lehigh Outstanding Marketing Award

CERTIFICATIONS

Google - Ads, Ads Manager, Analytics
HubSpot - Sales Software, Social Media, Inbound, Email Marketing

CONFERENCES

Inbound 2018 - Boston, MA

REFERENCES

Christopher Payne
(614) 738-6121
Web Operations/Development Manager

Thomas Rutherford
(304) 488-1337
Professor

Sandra Bookman
(740) 516-3615
GNC Manager

WORK EXPERIENCE

Full Stack Developer 2018 - Current
Rocky Brands Inc. / Nelsonville, OH

Develop and manage Lehigh B2C (Lehigh Outfitters, Lehigh Safety Shoes, SlipGrips) and B2B (Lehigh CustomFit, Shoe Angel) websites in Salesforce and DreamingCode. Create weekly email marketing campaigns through HubSpot, handle all facets of loyalty programs and site marketing initiatives.

- 🔗 Create and manage all coupon codes / promotions / campaigns
- 🔗 Design all digital graphics for various outlets (email, sites, vendors, etc.)
- 🔗 Manage SEO keyword placement to properly drive organic traffic
- 🔗 Handle style image processing for B2C
- 🔗 Build web content that complies with ADA Website Accessibility
- 🔗 Build dashboards to streamline data analysis such as email trends, brand performance, etc.
- 🔗 Built new mobile-first checkout system for B2B and integrated new payment processors and site navigation features
- 🔗 Built new B2C sites in Salesforce (SFRA)

Senior Sales Manager 2011 - 2018
General Nutrition Center / Parkersburg, WV

Managed multiple store locations to ensure sales growth and positive comps while striving to continually increase profit margin percentages.

- 🔗 Compiled weekly summary reports on KPIs for corporate office
- 🔗 Processed payroll, commission reports and daily moving averages
- 🔗 Created and managed social media campaigns
- 🔗 Hired, trained and terminated employees
- 🔗 Managed inventory levels, location deposits and tax records

Teaching Assistant 2016 - 2017
Oregon State University / Corvallis, OR (Remote)

Graded coursework for C++ Programming I and tutored incoming CS students. Utilized RedHat servers, compilers. and valgrind.

EDUCATION

Oregon State University / Corvallis, OR 2016 - 2018
Bachelor of Science / Computer Science / GPA: 3.9

Courses: C++ Programming I/II, Software Engineering I/II, Discrete Structures, Data Structures, Analysis of Algorithms, Network Engineering, x86 Architecture (MASM), Web Development, Defense Against the Dark Arts (Cybersecurity), Databases, Operating Systems, Usability Engineering and Capstone

Marshall University / Huntington, WV 2005 - 2009
Bachelor of Arts / History & Psychology

Graduated Cum Laude and member of Phi Alpha Theta (History) and Psi Chi (Psychology) academic honor societies.