Jared Orion Selcoe

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About

I am a junior programmer who has been pursuing web development since June 2015. In that time I have taken Beginner, Intermediate, and Advanced web development courses through Austin Coding Academy as well as various online programming courses. With my blend of technical skills and traditional business education I am eager to transition into a field that melds my professional sensibilities and programming capabilities.

Skills

LANGUAGES	FRAMEWORKS	OTHER
PHP	Symfony	Basic Apache server setup
HTML/CSS	Laravel	Amazon EC2 and RDS
JavaScript (including jQuery)	Backbone.js	MySQL
	Bootstrap	Git
		Photoshop/InDesign/Physical art

Projects

B.IT
bit.orions-nebula.com
- PHP, HTML/CSS, and JavaScript
- Driven by MySQL on Amazon RDS
- Backbone.js and Laravel frameworks
- A one-page text-posting site with logins and post-favoriting, seeded using the faker library

ONLINE STORE
acashop.orions-nebula.com
- PHP and HTML/CSS
- Powered by MySQL on Amazon RDS
- Symfony framework
- A mock online store with login/profile management, cart viewing/editing, and purchase receipt emailing

NETFLIX SEARCH
netflix.orions-nebula.com
- PHP and HTML/CSS
- Powered by the Netflix Roulette API
- An experiment in fetching and formatting JSON data from an API that enables searching Netflix based on title, director, and actor

PORTFOLIO SITE
orions-nebula.com
- PHP, HTML/CSS, and JavaScript
- Symfony framework
- Showcases my programming projects and artwork and features a "contact me" emailing functionality

Experience

360PARTNERS, AUSTIN, TX — SEM JUNIOR ANALYST — 2013-2015

Drove strategy for and executed the various facets of running multiple search engine marketing accounts in a highly autonomous, fast-paced environment which involved:
- Managing spend in excess of $15K/day across various sales channels including Google and Bing
- Devising and implementing strategies for maintaining account growth and profitability

Leveraged my technical skills and passion for problem solving to expand my responsibilities to:
- Developing and maintaining Excel documents powered by macros and systems of interdependent formulas which serve as client-facing reports as well as company tools for account building, analysis, and management
- Identifying errors in client site HTML code and building HTML templates for email marketing campaigns
- Photoshop work for ad mock-ups, report beautification, and more

SEM SENIOR ANALYST — 2015-2016

Developed my technical and professional skills so I now have additional responsibilities including:
- Serving as the technical resource on Excel and HTML for the rest of our 20-person team
- Helping foster growth and development in newer analysts through training and mentorship

Education

AUSTIN CODING ACADEMY
Austin, TX — Web Development, 2016

UNIVERSITY OF MARYLAND
College Park, MD — Marketing, Cum Laude, 2013