Joanne Senoren

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OVERVIEW

My passion lies in creating streamlined processes and finding solutions. With my years of experience in digital strategy and marketing, I developed a strong understanding for optimized experiences. A habitual learner and a willingness to constantly gain new knowledge, I am highly motivated in launching a career in technology.

TECHNICAL TOOLBOX

- HTML/CSS
- JavaScript
- SQL (MySQL & PostgreSQL)
- React.js
- MongoDB
- Node.js
- Python
- JSON/YAML
- Excel (Pivots, VLookup)

RELEVANT EXPERIENCE

Freelance Fullstack JavaScript Developer - Remote   March 2020 – December 2021
Client: Shaw/Scott
- Added functionality to landing pages leveraging Vue.js and Oracle Responsys to connect data input to the client management system of over 3K subscribers
- Refactored and fixed bugs for email marketing landing pages in Oracle's native coding environment
- Liaised between Campaign Services and Development teams to gather technical requirements

Client: Athena Scientific Women's Initiative (Cardiff University)
- Developed minimal viable product (MVP) for a proposed information system designed to help promote awareness of equality, diversity and inclusivity issues within the School of Computer Science.
- Designed noSQL database schema and defined fields and collections for API integration

Swirl | Media Strategist - San Francisco, CA   October 2012 – August 2015
Account: Microsoft retail stores
Defined target audiences and A/B test criteria, generated and managed evergreen integrated media campaigns with budgets of up to $2 million for Microsoft across proprietary retail product lines. Established an intermediary marketing analytics dashboard for Microsoft stores that led to full-scope reporting coverage.
- Effectively established a "digital-first" strategy to integrate new-to-market targeting technology for 10+ campaigns
- Executed first paid-social campaign for Microsoft stores working with 13 bloggers to generate awareness
- Spearheaded creation of updated digital trafficking process between creative, production, and media teams utilizing Google Tag Manager, Excel, and DoubleClick
- Created client reports via MySQL and Tableau that were delivered on a weekly basis
- Analyzed media campaign performance and presented findings to help executive-level clients make valuable marketing optimizations

Account: Delta Dental
Improved upon year-long evergreen campaign focused on targeting 65+ age demo in the digital space utilizing data-driven strategy. Facilitated quarterly optimizations across targeted display media and email marketing channels.
- Created Excel-based reporting dashboards that clearly provided metrics analysis on a monthly basis
- Explored opportunities to invest incremental budgets into innovative digital marketing opportunities in mobile gaming and social media to further reach the target audience

ADDITIONAL TECH EXPERIENCE

Dog Organization of Georgia | Fullstack Developer - Tbilisi, Georgia   March 2020 - November 2021
- Developed record management system for over 50 sheltered and rescue dogs using React.js, Node.js, and PostgreSQL
- Built database management, business intelligence dashboard and user interface solutions based on requirements gathered from organization directors

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Upchieve | Web Application Developer - Remote   March 2021 - May 2021
- Provided technical support by refactoring API codebase to streamline frontend Fetch API requests and responses
- Leveraged YAML to expand on API documentation for over 100 endpoints, enabling engineers to onboard efficiently

OTHER PROFESSIONAL EXPERIENCE

Metropolitan Office of Education | Native English Teacher - Ulsan, South Korea   August 2015 – September 2019

Taught national English curriculum to 700+ students on a weekly basis via lesson plans, materials and lectures. Facilitated language learning and cultural exchanges to promote globalization topics in the classroom.
- Collaborated with Korean faculty in co-taught classes to reach students' assessment goals every semester
- Independently taught daily supplementary extracurricular classes in public school of up to 16 students

Initiative | Media Planner - Los Angeles, CA   February 2012 – October 2012

Account: Carl Karcher Enterprise (Carl's Jr.)

Evaluated campaigns across 18 markets based on qualitative research within demographic and geographic parameters. Led Assistant Planner and Media Coordinator on internal team projects.
- Adjusted media plans based on new product launches in local markets across radio, television and OOH channels
- Increased operational efficiency by streamlining and automating client billing report and discrepancy processes

Team One USA | Assistant Media Planner – Los Angeles, CA   September 2010 – February 2012

Account: Lexus Central Dealerships (See my LinkedIn for full details)

EDUCATION

Loyola Marymount University, BA Communication Studies
Thinkful, Software Engineering Certificate