DREW
SHROYER

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drewshroyer@gmail.com
Portfolio | LinkedIn

TECHNICAL SKILLS

JavaScript | PHP | React | Redux | HTML5 | CSS3 | LESS/Sass | Ruby on Rails | jQuery | SQL | PostgreSQL | AWS | TypeScript Python | Webpack | WordPress | Git | NPM | jQuery | Node.js | Google Analytics | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Web Development Manager
September 2022- Present
Senior Web Developer
August 2021 - September 2022
GoFormz

– Creates, maintains, updates, and optimizes the product, marketing and web development efforts of app.goformz.com and .com using React, JavaScript, PHP, CSS, JSON, HTML
– Writes custom JavaScript, CSS, and PHP to create unique web experiences for clients.
– Manages SEO execution, strategy, and deliverables
– Works cross functionally with the marketing, product, and engineering teams to ensure the marketing site operates smoothly while managing new content on the site from ideation to execution
– Collaborates with the marketing and product teams to design and implement beautiful interfaces to showcase products and content.
– Manages and presents the web roadmap and web performance
– Uses Github, AWS, and Azure daily for code and file deployments

Frontend Software Engineer
Blue Nails Software, LLC
January 2020 - Present

– Lead Engineer of personal Software Development Agency
– Directs the brand identity and then Develops Websites for a myriad of clients using React, JavaScript, CSS, Python, and Ruby.
– Clients: Bigeye, Verikai, Mantaray, and Global Tides API

Associate Creative Director
LinkGraph
January 2020 - July 2020

– Operated WordPress frontend HTML/CSS web development and directed the visual identity from ideation to execution for LinkGraph and 8+ unique clients, including TinyURL, Modalyst, and Calerie.
– Recruited, Trained, & Managed remote design/dev team of 7+ members.
– Created SEO optimized content campaigns to increase organic site traffic.

Web Marketing Specialist
Ceros
June 2018 - January 2020

– Executed marketing campaigns through Email, Social, A/B Testing, Google Adwords, Content Syndication, Paid Social, and Demand Generation efforts exceeding marketing quotas 100% of the time during the role.
– Optimized email workflow using key demographics to engage 180K+ marketing qualified leads.

Marketing Coordinator
Microsoft
June 2017 - June 2018

– Coordinated the strategy, logistics, budgets, and execution of large-scale corporate events providing inspection, catering, post-event metrics, and reporting to multiple stakeholders for Microsoft Retail and FinServ teams.
– Operated & managed budgets & calendars for multiple yearly marketing campaigns.

EDUCATION

– New York University | Stern School of Business, Marketing & Global Business
– App Academy | Full Stack Web Dev Certification with < 3% acceptance rate
– Coursera | Meta Front-End Developer Professional Certificate/Advanced React