

# Emily Plummer

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## WEB DEVELOPMENT EXPERIENCE

**Opal Labs**                      Portland, Oregon                      2/15 - Present

### Front End Engineer

- Working closely with design and backend teams to create new omni-channel planning features using Backbone.js, Marionette and Ember.
- Project lead for 5 month custom build for Nike. Including attending on-site client meetings, managing work between the team, setting deadlines, and coding.
- Recreating pixel perfect editable renderings of social media templates.
- Helping fix bugs reported by our customers in a timely and helpful manner.

**OpenFarm (Non-Profit, Open Source)**                      San Luis Obispo, CA                      9/14 - Present

### Chief Operations Officer, Board of Directors

- Contribute web development and business expertise experience to help make strategic decisions for the organization.
- Help create strategic business model and revenue generation tactics.
- Front end development and bug fixes.

**Experts Exchange**      San Luis Obispo, CA                      9/14-12/14

### Front End Developer Intern

- Developed and edited pages through internally created CMS.
- Optimized and A/B tested using Optimizley.
- Created landing pages and email templates in Marketo.
- Helped find solutions to bug for customers.

**Barker Creek Publishing**      Bremerton, WA                      4/10-8/14

### Web Development / Marketing Representative

- Developed and styled custom eBay store.
- Managed multiple eCommerce channels.
- Organized online marketing campaigns through the use of blogs, email, PPC, and social media.
- Trained employees to continue marketing efforts during the school year.

## MARKETING EXPERIENCE

**Shopatron, Inc**                      San Luis Obispo, CA 8/13-4/14

### Online Marketing Associate – Online Marketing Intern (Previous)

- Managed several large brands' online presence to drive traffic & sales to online store while building brand awareness using data driven techniques.
- Made technical SEO fixes such as meta data optimization, UX optimization, and implementing internal linking structures.
- Restructured and refined a \$20,000/day budget campaign in Google AdWords.

## **EDUCATION**

California Polytechnic State University, San Luis Obispo  
Bachelor of Science in **Business Administration**, June 2012

Concentration: **Marketing Management**

GPA: 3.4

### **International Peer Contact - 2013-2014**

- Helped incoming foreign exchange students adapt to life at Cal Poly
- Organized events for foreign exchange students
- Helped interview and train new International Peer Contacts

### **Study Abroad**

- Chiang Mai University, Chaing Mai, Thailand, Study Abroad Business Program, Winter & Spring 2013
- Università degli Studi di Torino – SAA, Turin, Italy, Study Abroad Business Program, Fall 2012