

## Cover Letter June, 2024

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Dear Hiring Manager,

As a first-generation college graduate from an Old Order Amish community, I've overcome significant challenges to obtain my academic and professional achievements. I entered Purdue University as the first person in my extended family to ever attend college, graduating Summa cum laude with degrees in Electrical Engineering Technology and Information Technology.

Following graduation, I pursued a career as a software developer, and published my mobile app, Puzld, in 2019. I received employment offers from several industry-leading global tech corporations, including Fortune 50 companies. However, my family and I faced a series of significant and unfortunate challenges during the COVID-19 pandemic, which resulted in a hiatus from my career in tech. During this time, I pursued an adjacent interest in Psychology, focusing on how I could augment my technological aptitude to better understand end users. As a result, I completed a Masters in Psychology from the University of Westminster in London, where I currently live.

My unique personal experiences and interests have led me to travel to six continents, scale mountains on five, and live on four. I've studied in five countries, and traveled to more than 40. I'm also a magician, a proud member of The Magic Circle headquartered in London—all feats I never dreamed possible, given my upbringing.

Although I've had a non-traditional path, I'm proud of my resilience, self-motivation, commitment to personal growth, and adaptability which have allowed me to prepare for today's dynamic technological environments.

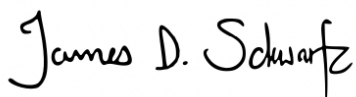
I am actively considering roles that take advantage of my:

- Strengths in analyzing and synthesizing data
- Presenting (public speaking) to non-technical audiences
- Extensive technical, and creative problem-solving skills
- Interdisciplinary academic and professional experience
- Masters-level knowledge of human psychology

I believe my (i) professional achievements, (ii) degrees in Electrical Engineering Technology, Information Technology, and Psychology; and (iii) unique personal experience have given me the ability to collaborate with cross-functional teams and people of many different backgrounds. I look forward to contributing my technical skills, human-centered insights, and culturally-rich global perspectives to maximizing impact with my next team.

Thank you for your time and consideration.

Best regards,



## Professional Experience

- Aug. 2007 - Present **Digital Marketing Manager, Online Advertising Specialist**
- Build and manage 20+ websites, SEO, SEM
  - Advertising performance analyzation, visualization, and optimization; Google Ad campaigns budgets totaling over \$750K
  - Report and communicate strategic insights with stakeholders
- Feb. 2018 - Present **Independent App Developer, Puzld iOS app, Puzld.com**
- Solely produced; Installed in 64 countries with zero crashes
  - Game that allows users to turn their photos into sliding puzzles
  - Solved unsolvable puzzle issue, bypassing parity invariant algorithm
- Apr. 2019 - Sept. 2019 **App Developer, Charter Communications, Denver, Colorado, U.S.**
- Enhanced account management app; Resolved logic, UX, and UI bugs; incorporated tracking system for user analytics
  - Integrated iOS & Android accessibility features for hearing- and vision-impaired
- June 2016 - June 2018 **Junior Developer, Ash Brokerage, Fort Wayne, Indiana, U.S.**
- Collaborated with internal teams and external users to understand requirements, add features, fix bugs, and publish updates to Apple App Store; Managed annuity app, back-end and user interface
  - Produced Windows UWP tablet version of iOS app for client database in 50% of expected project time; Wrote custom script automating app icon creation, making process 20x faster
- Oct. 2006 - Aug. 2008 **Design Consultant, Cabinets by Graber, Grabill, Indiana, U.S.**
- Guided customers from concept, through design, to installation
  - Generated \$1.2M in custom cabinet sales
  - Pioneered a digital library of 3D objects for better customer visualization using AutoCAD & ALPHACAM
- Sept. 2004 - Jan. 2012 **IT Support Specialist, LightningNet LLC, Auburn, Indiana, U.S.**
- Managed service calls of 900-square mile region, 300+ clients
  - Created IT solutions including computer design, email services, high-speed wireless internet installations, and network maintenance

## Education

- Sept. 2021 - Sept. 2022 **University of Westminster, London, U.K.**
- **Master of Science**, Psychology, Distinction
  - Dissertation: Online experiment measuring creative insight in problem solving, a cognitive phenomenon known as "the Aha! Moment"
- Aug. 2012 - June 2016 **Purdue University, Fort Wayne, Indiana, U.S.**
- **Bachelor of Science**, Information Technology, and
  - **Associate of Science**, Electrical Engineering Technology, Highest Distinctions, 3.97/4.0 GPA
  - Recipient of Purdue University's *Top 50 Student Award*
- Jan. 2014 - July 2014 **Queensland University of Technology, Brisbane, Australia**
- Information Technology, Purdue exchange program
- Aug. 2015 - Jan. 2016 **Universities of Bern, Fribourg, and Neuchâtel, Switzerland**
- Swiss Joint Master of Science in Computer Science program

## Certifications

- *Data Analytics*, Google, May – August, 2024
  - Tableau, R, Python

## Software

- SPSS
- SQL/Server, Stored procedures, LINQ, Lambda, DataTables.net
- .NET, XAML, HTML5, Bootstrap, Razor
- JavaScript, jQuery, AJAX, JSON
  
- iOS, Android
- Xamarin.Forms/Native
- Swift, C#
- MVC, MVVM, Reactive UI
- Google Firebase, Microsoft Azure Cloud & App Services
  
- Git, GitLab, Sourcetree
- Zeplin
- Agile, DevOps, Scrum

## Awards

- U.S. Department of State Benjamin A. Gilman International Education Scholarship
- General Motors Foundation's Buick Achiever's Award
- PNC Bank Somerville Scholarship
- Association for Non-Traditional Students in Higher Education Scholarship
- Indiana Space Grant Consortium Scholarship
- Auer Music Scholarship
- Amish Descendant Scholarship Fund