

Professional Experience

Aug. 2007 - Present **Digital Marketing Manager, Online Advertising Specialist**

- Advertising performance analyzation, visualization, and optimization; Google Ad campaigns budgets totaling over \$750K
- Report and communicate strategic insights with stakeholders
- Build and manage 20+ websites, SEO, SEM for industry-diverse clients

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 mobile service provider's account management app
- Resolved logic, user experience, and user interface 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, including 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
- Provided support to 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

Software

- Tableau (certification pending, 2024)
- SPSS
- Swift, C#, Python
- SQL / SQL Server, Stored procedures, LINQ, Lambda expressions, DataTables.net
- iOS, Android
- Visual Studio
- Android Studio
- Xamarin.Forms
- Xamarin Native
- Mac OS, Universal Windows Platform, Linux
- Google Firebase
- Microsoft Azure Cloud & App Services
- .NET, XAML, HTML5, Bootstrap, Razor
- MVC, MVVM
- Reactive UI
- JavaScript, jQuery, AJAX, JSON
- Git, GitLab, Sourcetree
- Agile, DevOps, Scrum
- Zeplin

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