

JENNIFER RASMUSSEN

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SPECIAL SKILLS

Languages/Frameworks

HTML5, CSS, FlexBox, Sass, Less, XML, Javascript, jQuery, PHP, Laravel, PHPUnit, React, Jest, MySQL, AngularJS, Angular2, TypeScript, Eloquent, MSSQL, PostgreSQL, Classic ASP, VBScript, Jasmine, Python, Flask, Git, LAMP

Tools

Office Management: Google Suite, Microsoft Suite, Trello, Jira, Confluence

Development Tools: PHPStorm, IntelliJ, Sitefinity, Magento, Visual Studio Online, PuTTY, WinSCP, Github, Bitbucket, Transmit, Jira, Google Cloud Platform, Bugsnag, Kibana Logging, Optimizely, Full Story

Certifications

Certified Scrum Master (Scrum Alliance, valid 7/2024-7/2026)

EXPERIENCE

Co-Founder, *So Puzzled Puzzle Company*

October 2023 - Present

- Developed and launched two company websites, a link-tree style website to drive engagement (PHP, HTML, CSS) and a full fledged e-commerce store designed to drive mailing list sign up and build hype for a new puzzle brand (WordPress, WooCommerce)
- Filed paperwork for registering the business with State and Federal regulatory bodies
- Secured services of professionals in areas not familiar to myself or my founding partner
- Performed research into the puzzle industry market
- Developed and maintained relationships with current and potential artwork licensees
- Contacted and developed relationships with local businesses for the purposes of networking and sales opportunities in brick and mortar to supplement e-commerce offerings
- Did a deep dive into different email marketing services, including trial runs of services/integrations with tech stack
- Wrote copy for marketing initiatives and newsletters
- Researched and applied for grants for new businesses
- Tracked expenses related to creation and marketing of a new business
- Discussed and designed photo shoots for new puzzle options
- Researched and integrated Square System Software as our credit card processor
- Created and maintained company wiki
- Able to pivot quickly and make firm decisions on new information presented to us

Senior Software Engineer, *Intuit Mailchimp*

September 2022 - October 2023

- Spoke often with the product team to gather requirements for various projects within the sign up/checkout experience
- Led development on multiple experiment implementations to determine what version of various features served the end users and the company's business goals (PHP, React)
- Cleaned up code base with a focus on removing code no longer used in production (PHP, React)
- Published multiple polishes and bug fixes to the app's UI to assist in creating a better experience for users (React)
- Increased front- and back-end test coverage in team effort to raise coverage to 85% across owned code (PHPUnit, Jest)
- Implemented the Google Pay API (PHP, React)

Software Engineer, LiquidWeb**December 2021 - September 2022**

- Wrote custom integrations (PHP) for the Nexcess Managed Applications Must-Use Plugin for WordPress
- Led the transfer of a custom API project using Google Cloud Platform (GCP) from contractor to the internal Nexcess Managed Applications team, including setting up a staging instance on GCP for use in local development
- Participated in the Employee Writing Program to share technical knowledge of the company's products and plan options for non-technical consumers

PHP/Magento Developer, Medline Industries**November 2015 - November 2021****Front End Developer, Centurion Medical Products****PHP/Magento Developer Responsibilities (2018-2021)**

- Gathered requirements for a multi-prong retail approach from business/marketing stakeholders
- Co-lead a team of internal and contract engineers in implementing requirements
- Responsible for vetting estimates from contractors hired for eCommerce solutions as their involvement is pared down
- Expand Medline's eCommerce in the business to customer retail space
- Advise on UX/UI of eCommerce implementations
- Wrote PHP scripts for evaluating member eligibility to predetermined plans (PHP)
- Pushed for upgrade of out of date systems and assisted in architecting project upgrade plans
- Coordinated and assisted team efforts in simultaneously upgrading infrastructure and rebranding the flagship direct to consumer website (Magento 2, PHP, MySQL)
- Consolidated and reorganized Confluence pages for a more streamlined experience
- Developed several CLI commands for data seeding to speed up automated testing (PHP, Magento 2)
- Refactored modules for better performance and increased security (PHP, Magento 2)
- Audited website for security flaws
- Recommended and implemented best practice security solutions

Front End Web Developer Responsibilities (2015-2018) [acquired 2018]

- Worked closely with marketing to gather requirements for the revamp of the company website and disseminated those requirements to the rest of the development team.
- Responsible for creating and maintaining the front end of Centurion's web properties in coordination with marketing.
- Work with internal stakeholders to release company newsletters to the web. (HTML, CSS)
- Work with internal stakeholders to update internal product catalog for sales support (JavaScript, node, HTML, CSS)
- Created HTML5 ads for email and partner organization site distribution (HTML)
- Rebuilt and rebranded the company website [canceled] with marketing team (Sitefinity, C#, Razor, HTML, CSS, JS)
- Created templates for marketing monthly emails (HTML, CSS)
- Redesigned and rewrote internal portal (Angular2, TypeScript)
- Designed new homepage for Sharepoint upgrade to Sharepoint Online (JavaScript, CSS, HTML)

Web Production Analyst, TechSmith Corporation**January 2014 - November 2015**

- Worked with internal stakeholders to release company products to the web. (MSSQL, TeamCity)
- Assisted in maintaining web system including working with ERP OpenText and payment processing systems from CyberSource and Digital River
- Continually improved custom-built back-office system to normalize data, create a better workflow for Customer Service/Sales, and eliminate tech debt. (ClassicASP, VBScript, JavaScript, HTML, MSSQL)
- Created and maintained documentation for the Web Production Analyst (WPA) role and for creation of internal SKUs for custom-built back-office system

EDUCATION

Central Michigan University

Bachelor of Science in Theatre and Interpretation, Minor in American Sign Language

Ferris State University

Associate of Applied Science in General Business