

Ember Parr


SOFTWARE ENGINEER

CONTACT

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CERTIFICATIONS

HIPAA Associate 2019
HIPAA Compliance & Healthcare

HubSpot 2019
Agency Partner Certification

Kentico Software 2018
Content Admin Essentials (v10)

Hootsuite 2018
Advanced Social Advertising

Google Partners 2018
AdWords Search / AdWords

LANGUAGES

Front End

HTML5
CSS3
JavaScript
ReactJS
Git / GitHub
Component Libraries
Visual Studio Code
ReactJS

Server Side

C#
ASP.NET
Command Line Interface
SQL / SQL Server
.NET Core
Visual Studio
Entity Framework Core

ABOUT ME

During my time at New Life Laser LLC, I was provided many opportunities to take on new roles within the company. I found myself continuously pulled towards technical work, constantly wanting to solve complex problems using digital tools. When the 'perfect' tool did not exist, I began wanting to create one myself. This began a deep-rooted love of web development. When the 2020 pandemic led to the closure of New Life Laser, it also opened a door for me to dive head-first into a career in web development. Throughout my learning at Nashville Software School, my love of problem solving has grown exponentially. I look forward to the opportunities ahead of me in this chosen career path.

SOFTWARE EXPERIENCE

Nashville Software School

Full Stack Web Development 2020 - 2021

Intensive full-time six-month software development boot camp anchoring learning with both individual and team-based projects. Tech stack; C# and .NET; React.js; Javascript; HTML5; CSS; SQL Fundamentals.

- Git and GitHub for version control
- Simulated work-based learning environment through numerous group and individual projects
- Applied knowledge of interpreting existing code
- Experience working remotely - Utilizing Slack, Zoom & other team based platforms

PROJECTS

SHELF HELP

Capstone Project

 [Click to View Code](#)

Server Side / Full Stack Capstone Project - Shelf Help was created to help users plan meals for their families while also keeping track of ingredients on hand vs needed to purchase. Project goal to show knowledge of server side knowledge

- CRUD Functionality (Create, Read, Update, Delete) using SQL Server Express
- Tech Used: JavaScript, ReactJS, C#, ASP.NET, Entity Framework Core, SQL Server, Reactstrap & NPM Packages for menu scheduling.

TOTELLY ORGANIZED

Individual Project

 [Click to View Code](#)

Front End Capstone Project - Tottely Organized was created to help users organize their homes & keep track of items in multiple locations. Project goal to show proficiency in Front End Development with Single Page Application.

- Wireframing, ERD & Application planning using Miro & Lucidchart
- Tech Used: JavaScript, ReactJS, GitHub, NPM Packages, SemanticUI Component Library, JSON Server Database.

EDUCATION

Nashville Software School

Full Stack Web Development
2020 - 2021

Middle Tennessee State University

Business Administration
2010 - 2013

VOLUNTEER

Hands On Nashville

2020 tornado response

Habitat For Humanity

2019 home building

RedCross

2010 flood response

WORK EXPERIENCE

New Life Laser LLC

Marketing Administrator

2016 - 2020

Locally owned & operated, New Life Laser was Voted Nashville's #1 MedSpa by Nashville Scene readers 4 years running. Specializing in laser hair removal, laser tattoo removal and medical-grade aesthetic skin treatments.

- Developing and implementing marketing plans to drive a 72% growth over 2 year period.
- Worked closely with Owner to strategize sales within the office and coached staff members on sales tactics. Set goals for sales team using measurable outcomes & rewards based system.
- Managed Infusionsoft & HubSpot CRM systems with a focus on contact segmentation for targeted marketing efforts.
- Organized and executed all print, email and SMS marketing campaigns.
- Screened potential clients to ensure qualification for purchase before scheduling in-office consultations
- Managed all search engine optimization, including Google Search Ads, Google Analytics, Bing Ads and more.
- Incorporated Social Media advertising into marketing strategy using Facebook, Instagram and other popular platforms.
- Creating, Editing and managing online content within the website to align with SEO goals as well as educate potential clients on our services offered.
- Created detailed reports on SEO and Social Media Marketing success for the business owner, including measurable goals moving forward.

New Life Laser LLC

Office Administrator

2013 - 2016

- Hosted bi-monthly staff meetings with owner, management and staff members to keep company goals in line with office flow.
- Orchestrated office flow from start to finish focusing on client retention, billing and employee proficiency.
- Played a vital role in the transition from paper records to HIPAA compliant digital ERM software (AestheticsPro) while maintaining integrity of patient data.
- Managed client billing through POS system, CareCredit software and QuickBooks billing.
- Consulted new and potential clients on services offered and discussed payment options.
- Consistent sales close rate of 65% or higher each month with new clients while also exceeding monthly upsale requirements with existing clients.
- Handled all follow-up when adverse reactions occurred within the office.

New Life Laser LLC

Aesthetic Laser Specialist

2012 - 2013

- Specializing in Laser Hair Removal, Laser Tattoo Removal & Laser Skin Resurfacing, completed average of 140 services each week.
- Trained new staff members on Laser Safety protocols, focusing on client safety while providing results-oriented laser procedures.