

Rebecca Sheldon

Rebecca.E.Sheldon@gmail.com | 415-500-2808

Diverse range of industry experience in product management, engineering, and marketing. Specialities: product management, ruby and javascript, digital ad and social campaigns, leadership and mentorship in the tech community.

Experience

Product Manager and Engineer, Creme de la Code Consulting | 10/2014–Present

- Help define product strategy and target customer
- Document product requirements, prioritize a backlog, and ship features on time
- Create intuitive UI's using HTML5, CSS3, and Javascript

Software Engineer, CrowdFlower | 1/2014–10/2014

- Ruby on Rails data processing for complex, enterprise workflows
- Made several improvements to CrowdFlower's open source ruby gem
- Overhauled the front end of several products for maintainability and to match the company's UI

Service Experience Specialist, Nordstrom, Inc | 4/2012–7/2013

- Mobile POS and CRM systems training
- Implemented a social media strategy for the store, with guidelines and weekly content

Digital Marketing Consultant, Rainbow Fish Social | 5/2011–7/2012

- Created online marketing strategy and campaigns for emerging brands, including Jenga
- Executed Google, Facebook, and Twitter ad campaigns

Product Manager, DEI Worldwide | 3/2010–6/2011

- Managed marketing campaigns for Fortune 500 companies, averaging 16+ million monthly impressions
 - Delivered beautiful and detailed analytics and action reports
 - Wrote content that averaged over 5 thousand interactions per post
-

Volunteer

Women Who Code, Ruby Lead

- Give presentations and provide learning resources
- Facilitate hiring opportunities between hosts and attendees

ChickTech, Mentor

- Encourage and teach STEM studies to female high school students
-

Education

MakerSquare, Full Stack Web Development

- Accelerated programming course in Ruby on Rails and Javascript

University of Arizona, Bachelor of Arts in Communication

- Emphasis on e-commerce and mass media marketing