

Zach Parmenter

Frontend Web Developer

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WORK EXPERIENCE

Frontend Web Developer

Austin, TX.

YETI

April 2022-Present

- Collaborate with members of the digital marketing team to bring data driven user experience
- Work directly with Ecom Testing and Marketing Channel owners to design and execute tests and personalized experiences for Yeti.com visitors
- Own testing process, ensuring all runnings tests and personalization experiences are functioning and not interfering with other tests or Yeti.com initiatives
- Work closely with Ecommerce Marketing Analyst to ensure the best data possible
- Utilize A/B and Multivariate testing tools such as Dynamic Yield and Kibo/Monetate

Financial Services Representative /

401(k) Participant Services Representative

Austin, TX.

TD Ameritrade / Charles Schwab

September 2020 - August 2021

- Provided Broker and 401(k) Participant Services
- Series 7, 63 and SIE Licenses
- Solid understanding of contribution limits, options with 401(k), as well as what options may be better suited for different participants/clients
- 40+ phone calls/day managing technical issues (website) and financial wellness while maintaining efficient times and customer satisfaction

Platform Specialist

Austin, TX.

GoDaddy

April 2020 - September 2020

- Utilized JIRA and other tools to audit, take calls and manage client activities and web presence
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EDUCATION

Hastings College

Hastings, NE.

Bachelor of Arts, Business Administration & Psychology

Extra Curriculars: Hastings College Football, Men's A capella

TECHNICAL SKILLS

[Projects/Portfolio](#)

- Programming Languages : HTML, CSS, JavaScript, SQL, NoSQL,
 - Frameworks/Libraries : React, Express, JQuery, P5JS, Mongoose, EJS
 - Relevant Software : Git, VS Code, JIRA, Dynamic Yield, Kibo/Monetate
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