


Gianni LaMartina

Software Developer

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Self-motivated and methodical software engineer with a passion for full stack development. Extensive sales and marketing background provides superior communication and problem solving skills. Comfortable working with all levels of stakeholders, maintaining professional relationships, and growing business. Thrives in a growth-mindset environment and always seeks new learning opportunities. Eager to work hard in a team setting to exceed expectations. Experienced in HTML, CSS, JavaScript, React, Java, C#, Git, and more.

Software

HTML, CSS, JS


Excellent

Java, C#


Very Good

Git


Very Good

Node.js, npm


Very Good

React.js


Very Good

AWS (S3, Amplify)


Very Good

Work History

2020-12 - Current

Business Development Specialist

Better Life Technology

- Responsible for growing and maintaining OEM and Big-Box Retail pipelines
- 20m retail pipeline - \$5m OEM pipeline
- Extrapolation of sales data to develop big-box retail programs

- RangeMe, ECRM, SupplierHub - Development of marketing materials and collateral.

2020-01 - 2020-12

Sales Account Coordinator

Better Life Technology

- Led OEM direct customer account management and continued developing said pipeline with increased focus on adding dealers and aftermarket customers.

2019-06 - 2020-01

Marketing Lead Specialist

Better Life Technology

- Grew OEM pipeline primarily through inside sales
- Secured new OEM business through relationships developed at manufacturing tradeshow
- Developed lead generation projects resulting in thousands of prospects to supplement OEM pipeline
- Collaborated with team members on marketing projects to drive interest on specific brands.

2019-02 - 2019-06

Marketing Lead Generator

Better Life Technology

- Developed MLG role at BLT by devising and implementing marketing campaigns focused on email and cold phone call outreach to solidify new business
- Conducted market research to identify ideal prospects
- Created email templates, call scripts, and best practices to satisfy and exceed pipeline expectations
- Trained new hires for the MLG role before moving on to full time sales.

2018-05 - 2019-02

Product Advisor

Microsoft

- Sales of Microsoft-related software and hardware
- Top sales holiday 2018 - \$100k+ in sales between October and December.

2016-06 - 2017-04

Retail Sales Consultant/Keyholder

Sprint

- Keyholder duties at the age of 18
- Exceeded sales quotas monthly and specialized in SMB sales
- Led store in attach rates, accessories, new lines of service
- Received multiple trainings at Sprint HQ.



Education

2012-01 - 2016-01

High School Degree

Shawnee Mission Northwest

2021-01 - Current

Bachelor of Science - BS: Information Technology

The University of Kansas

2018-01 - 2020-12

Associate's Degree: Liberal Arts and Sciences/Liberal Studies

Johnson County Community College



Languages

Spanish



Excellent