Emily C. Ritter

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Technical Experience

Palmetto Solar

Senior Software Engineer — Feb. 2022 - Present
- Promoted within 10 months of joining Palmetto by demonstrating exceptional leadership abilities and technical acumen. Recognized by peers, manager, and engineering and product leadership teams as a force multiplier, excellent communicator, and project and people leader.
- Conducted user interviews with stakeholders, prioritized short and long term business needs, designed UX mockups, and managed engineering deliverables for the revamp of an internal tool that resulted in improved customer support and overall cost savings of $60,000 annually.

Employee Resource Group (ERG) Founder and Lead — Jul. 2021 - Present
- Founded and actively led an ERG for women and other traditionally underrepresented individuals in technology focused on providing support for existing employees, ensuring diversity and inclusion of incoming employees, and developing future employees.
- Organized monthly programming including performance review preparation sessions, internal networking opportunities, and guided interviews with women in senior leadership positions that received positive feedback from peers and improved employee satisfaction.

Software Engineer — Apr. 2021 - Feb. 2022
- Built and maintained a hybrid mobile app for homeowners to monitor their residential solar projects from sale through production monitoring.
- Leveraged and helped maintain an internal component library for building the consumer application UI.
- Spearheaded the launch of Palmetto's first in-app Direct to Consumer sales flow by representing the engineering team on a cross-functional "tiger team" leveraging exceptional communication and collaboration skills to build consensus across teams and ensure project success.
- Hand-selected by the CEO as one of four participants with high leadership potential for Palmetto's Young Leaders Program, a three month program where we met directly with the CEO to learn and discuss management, leadership, and business through case studies and discussions.

Skills: Front-end engineering, MongoDB, Express, React, Node, MERN, Typescript, Ionic, Material UI, Integration with third party APIs (e.g. Stripe, UtilityAPI, Segment, Salesforce, SolarEdge, Enphase, Omnidian), Product management

Agency Habitat (formerly GCG Marketing)

Senior Full-stack Web Developer — Dec. 2019 - Mar. 2021
- Led digital projects over the full software development lifecycle: from client prospecting, technical new business proposal writing, and project scoping to architecting, engineering, testing, delivering, and providing on-going maintenance utilizing a variety of tools and technical stacks.
- Collaborated across departments (e.g. UX/UI design, account, marketing strategy, analytics) on digital marketing strategies and relevant legal requirements across various industries.
- Grew the agency's digital capabilities through rigorous professional development and mentoring associate-level developers.
- Built a custom static site generator to reduce engineering lift for small web projects while providing performant and SEO-friendly products.

Full-stack Web Developer — Oct. 2018 - Dec. 2019
- Developed component-based, light-weight, and scalable custom WordPress theme empowering clients to continuously self-service website content updates thereby reducing maintenance costs without compromising site performance or brand identity.
- Led internal efforts for incorporating web accessibility standards (WCAG) into digital projects and proposals, including the education of both internal and client stakeholders on ADA requirements.
- Worked directly with clients on the development and maintenance of a custom WordPress theme for Direct Orthopedic Care that reduced the time for on-going content management updates by over 80%.

Skills: WordPress (Advanced Custom Fields), Angular, Shopify, Static site generation, Salesforce Marketing Cloud, Marketo, Mailchimp, Google Tag Manager, Google Analytics, Social media analytics reporting, CCPA, GDPR

Warren Douglas Advertising

Project Lead — Jul. 2018 - Oct. 2018
- Improved department and company-wide efficiency by taking on a new, proactive role in managing digital deliverables by gathering and interpreting technical requirements and proposing streamlined solutions.
- Led the initial development lift for refactoring a legacy monolith application into microservices for a proprietary store locator SaaS product that included a responsive and customizable store and product locator and a data management and analytics SPA dashboard.

Full-stack Web Developer — Jun. 2017 - Oct. 2018
- Created and maintained the internal workings of client websites, custom APIs, and intellectual property applications using a variety of frameworks and platforms.
- Implemented custom event tracking to measure and analyze digital marketing strategies on client websites.

Associate Web Developer — Apr. 2016 - Jun. 2017
- Cultivated an evolving skill set in front and back end web technologies while working within an agile development team with a broad technical stack focused on selecting the right tool for the job.
- Refactored a legacy 10,000+ line vanilla JavaScript file with React components for a proprietary project management and timekeeping platform for marketing agencies. Worked with UX lead to continuously improve the platform based on user survey results.

Skills: HTML5, CSS3, SASS, JavaScript, jQuery, ES6+, React, Angular, Node, Ruby on Rails, Sinatra, PHP, CakePHP, WordPress, Adobe Experience Manager, Bootstrap, d3.js, PostgreSQL, MySQL, MongoDB, RESTful API architecture, Integration with third party APIs (PayPal, Google Maps, Mapbox, SendGrid), Google Tag Manager, Google Analytics

Education

The Iron Yard - Houston	Texas Christian University	Texas Christian University
Back-end Web Development	MA Environmental Science	BS Environmental Science
Emphasis: Ruby on Rails, ReactJS	Overall GPA: 4.0	Minor in Mathematics | Overall GPA: 3.98

Additional Experience

Women Who Code: Dallas Fort Worth Director and Lead — Aug. 2021 - Jan. 2022 (Lead), Jan. 2022 - Present (Director)
Breitling Consulting, LLC Environmental Scientist — Jan. 2013 - Aug. 2013, Jul. 2015 - Jan. 2016
DFW International Airport: Asset Management Sustainable Programs Analyst — Jun. 2012 - Sept. 2012