BAILEY UHL

Full Stack Web Developer

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PROFESSIONAL EXPERIENCE

EMAIL SPECIALIST & GRAPHIC DESIGNER   JAN 2022 – MAY 2023

Emerson Reid - NY, NY

- Headed the creation of more than 50 email campaigns that aligned with the brand's style guide
- Played a vital role in facilitating the prompt and precise launch of over 30 web banners and email signature ads
- Managed a centralized email design library accessible company-wide for streamlined resource sharing

EMAIL MARKETING SPECIALIST   MAY 2021 – JAN 2022

Amur - Remote

- Produced 25 email marketing campaigns and landing pages using Pardot, Salesforce, and HTML/CSS
- Conducted analysis of 25 email campaigns, evaluating performance through comprehensive report assessments
- Developed and executed 10 highly effective email drip campaigns, leveraging dynamic lists and triggers
- Accomplished a 10% augmentation in open rates and click-through rates by executing targeted email campaigns

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TECHNICAL PROJECTS

ANIMAL SHELTER - A website focused on selling and adopting senior animals where visitors can also sign up to volunteer at the shelter. It was developed using Java, Spring Boot, HTML, CSS, Vue, and SQL.

CAT CARDS - Utilizing APIs, the website retrieves random cat pictures and cat facts. The website includes a description of the website, testimonials, and a location where you can see all of your saved cat cards. Cat Cards was created using HTML, CSS, APIs, Java, and JavaScript.

TENMO - Payment service coded in Java that provides a platform for users to perform digital transactions. Users can create accounts and initiate transactions. Behind the scenes, the system utilizes a SQL database to store user information, payment details, and transaction histories.

DEPOT DOGS - A website dedicated to hot dogs available at Home Depot locations. This platform showcases a food menu, food related articles, and the history of home depot hot dogs. This responsive website was created using HTML and CSS.

SKILLS

HTML, CSS, SASS, JavaScript, TypeScript, Vue.js, Responsive Design, Java, Spring Boot, PostgreSQL, IntelliJ, Git, Unit Testing (JUnit), E/R diagrams, Integration Testing, APIs, C#, Postman, JSON, Bootstrap, CMS, Adobe Suite, UX/UI

EDUCATION

TECH ELEVATOR   JULY 2023 - OCT 2023

Full Stack Software Engineering Bootcamp   *Remote*

MICHIGAN STATE UNIVERSITY   AUG 2016 - MAY 2020

Bachelor of Arts in Creative Advertising   *East Lansing, MI*