Jamie Forrester
SoftWare Engineer
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SUMMARY

2021 Graduate of UC-Berkeley Extension Coding Program with experience in Web Development/Coding. Background in Accounting, Marketing and Audio Engineering. Efficient in web developing, and coding. Multi-skilled problem-solver seeking a Full-Time opportunity in Software Engineering/Web Development.

SKILLS

- Time Management Skills
- Flexibility/Adaptability Skills
- Problem-Solving Skills
- Good Communication Skills
- Strong Work Ethic

- Experienced in using Java, HTML, Javascript
- Expert in VS Code
- Proficient in different Coding functions
- Familiar with the different Coding Lanaguages
- Completed UC-Berkeley Coding Program

EDUCATION

UC-Berkeley Extension Coding Program – Online   03/2021 – 06/2021

Professional Certificate

Clark Atlanta University – Atlanta, GA   08/2014 – 05/2018

Bachelor's Degree of Science in Accounting

WORK HISTORY

Authentic Empire Music Group – Atlanta, GA   10/2020 – 12/2020
Audio/Studio Engineer Internship

- Helping With Tracking Vocals and Recording Artists
- Creating New Sessions for Each Artist and Organizing Artist Files
- Vocal producing and assisting Artist's with Tracks
- Transporting and transferring files via usb, hard-drive or we-transfer
- Using Apollo Interfaces to maximize volume and mic inputs
- Engineering records to match what is currently out in the specific genre
- Completing 2-3 sessions a day.

ABM – Atlanta, GA   01/2020 – 03/2021
Marketing Automation Specialist

- Assists in the technical conceptualization of demand creation, nurturing and scoring program strategy
- Creates emails, landing pages, forms and reports within the MAP, including templates for consistency within the marketing function

- Creates nurturing and scoring programs to support the marketing organization
- Documents MAP processes, programs and procedures
- Monitors and reports on effectiveness metrics related to tactics and programs managed by the MAP and related applications
- Standardizes, cleanses and uploads contact lists into the MAP
- Develop programs targeting both prospects and existing clients across various channels with the goal of driving conversions, opportunities and bookings
- Test, measure and optimize messaging, assets, programs, segments, tactics, etc. on an ongoing basis
- Edit, proof-read, and launch targeted email marketing campaigns
- Create, modify and test professional-looking HTML email and landing page templates, ensuring cross-browser and mobile compatibility
- Assist with data management tasks designed to increase program, tactic, and reporting effectiveness
- Define and execute personalized experiences for known and anonymous website visitors, and develop, test and optimize messages, content and flows for various audiences
- Utilize marketing project management system to proactively prepare, gather necessary materials, communicate with contributors, execute within deadline and update status on campaigns
- Participate in the brainstorming and implementation of new programs, tactics, and processes
- Improving process efficiency reconciling monthly budget against multiple GL accounts
- Synthesizing and analyzing the Marketing budgets for 13 locations with consideration of company goals
- Managed Corporate Card Accounts for Director of Marketing and Managing Director
- Managed all Shipping and Mailing Needs for the Marketing Team
- Maintained inventory/distribution lists of contacts for campaigns, mailing campaigns, etc.
- Training Interns on daily tasks such as filing, scanning, mailing, and processing invoices