**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**

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| --- | --- |
| * Time Management Skills | * Experienced in using Java, HTML, Javascript |
| * Flexibility/Adaptability Skills | * Expert in VS Code |
| * Problem-Solving Skills | * Proficient in different Coding functions |
| * Good Communication Skills | * Familiar with the different Coding Lanaguages |
| * Strong Work Ethic | * 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