Janna L. Hall

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TECHNICAL SKILLS: JavaScript, React, Node, MySQL, AJAX, JSON, Firebase, HTML, CSS, MySQL, Express, ORM, Sequelize, MongoDB, Mongoose, WordPress, Google Analytics, Constant Contact, MailChimp, Adobe Creative Suite, Final Cut Pro

APPLICATIONS BUILT:

Abigail Lewis Massage
- Worked with client to help understand her business goals and budget. Designed a site to highlight her services and enable online booking and payments via Massage Book.
- WordPress, CSS, HTML, logo customization
- www.abigaillewismassage.com

Bracket Builder
- Working to connect female jiu jitsu competitors by weight and belt level so help coordinate competition entry to ensure they have matches.
- Built with: Passport JS, Handlebars, Google Maps API, Sequelize, Javascript, MySQL
- https://salty-sands-42332.herokuapp.com/

SocialScape
- SocialScape helps connect busy travelers to local events without cumbersome logins or social media accounts. Search by city and timeframe, and results appear on a map.
- I worked in a team of four to complete this project in two weeks. I handled wireframing, UX, and styling for the site as well as pair coding for some of the backend work.
- Built with: BULMA CSS framework, AJAX, Google Maps API, Eventful API, JSON
- https://jannimal804.github.io/socialscape/

RELEVANT EXPERIENCE

Freelance Creative Services   April 2018- Present
- Help clients ideate and build effective websites to meet their business goals
- Making minor fixes to existing websites, creating printable assets

Project Manager/Developer   October 2014- April 2018
KNOWN   Richmond, VA
- Fielded new business inquiries and set up initial meetings with potential clients, conducted pitches
- Developed websites for clients utilizing WordPress CMS, install themes, writing custom CSS if necessary
- Collaborated with designer to build a smooth interface that helped clients meet goals, lead testing process
- Helped install analytics and optimize for SEO using best practices
- Planned project scope, milestones, estimated cost, and helped gather client feedback
- Wrote content and implemented designs applying client's brand standards
- Managed web development and marketing initiatives from start to finish

Earned Media Intern   March 2013- August 2013
The Barbarian Group   New York, NY
- Contributed to the development of social strategies, creative assets, and outreach plans across platforms for current clients as well as new business opportunities

- Managed social communities for Pepsi NEXT and Pepsi MAX. Responded to brand fans in a timely and efficient manner, developed weekly content calendars and wrote copy for daily Facebook posts and tweets
- Conducted research and competitive analysis for current brands as well as potential partners adding valuable insights, supported by data, to pitch new ideas
- Reported daily analytics for Pepsi NEXT's Wheel of Levy campaign. Monitored the success of the campaign and worked in a team to develop additional strategies to boost engagement
- Aided in the execution of events and helped create accompanying social buzz for the agency

EDUCATION

University of Richmond   **Richmond, VA**
Full Stack Coding Bootcamp Certificate   May 2019

Japanese Language Proficiency Test, level N3 Certified   2012

Virginia Commonwealth University   **Richmond, VA**
Bachelor of Fine Arts in Painting, Printmaking, and New Genres   May 2010
Bachelor of Arts in International Studies: Social Justice Studies   May 2010