

# Kate Engard, MSc.

Marketing & Consulting | Web Development | Analytics

602-380-5283 | Phoenix, AZ | [kateengard@gmail.com](mailto:kateengard@gmail.com)

Full Stack Web Developer and Data Analyst with a strong background in web management, marketing, and SEO optimization. Proficient in utilizing CRM platforms such as Joomla and Wordpress, implementing responsive design, and ensuring cross-browser compatibility. Adept in using Git for backup and version control in managing web projects. Experienced in using analytics tools to track website performance, make data-driven decisions, and optimize website ranking. Skilled in AdWords and Facebook Ads for creating successful campaigns and increasing customer engagement and brand awareness. Proven track record in leading web projects, integrating e-commerce functionality, and creating AR marketing activations.

## Business Management Skills

- Strong communication and project management skills
- Passion for staying up-to-date on the latest marketing trends
- Ability to work effectively in a team environment
- Excellent problem-solving and analytical skills
- Flexibility and adaptability in handling multiple projects simultaneously
- Excellent time management and organizational skills
- Strong interpersonal and leadership skills
- Ability to communicate technical data to non-technical stakeholders
- Strong attention to detail and ability to produce high-quality work
- Demonstrated initiative and drive to continuously improve processes and skills
- Commitment to delivering exceptional results and customer satisfaction.

## Technical Skills

Python • Pandas • R • Machine Learning (scikit-learn) • NLP/NLU & Sentiment Analysis • Cloud Computing (Microsoft Azure) • Data Cleaning & Notebook Env (Google Colab/ Jupyter) • Data Transformation • Statistical Modeling (R) • Data Visualization (Tableau/ Looker) • HTML/CSS • Server side management • Database Management (MongoDB/SQL/PostgreSQL) • REST API & JSON data • Git • SEO • A/B Testing • Wordpress & Web Hosting Management • Raspberry Pi

## Experience

### Web Development & Marketing, The 4 Media, LLC - 2022 - Present

*Full Stack Web Management:* Build and maintain websites for clients, ensuring they are visually appealing, user-friendly, and accessible.

- Implement responsive design and ensure cross-browser compatibility for all web projects
- Utilize CRM platforms such as Joomla and Wordpress
- Backup and version control with Git to manage web projects

*Marketing & SEO:* Proficient in marketing platforms such as AdWords and Facebook Ads.

- Optimize website to improve search engine ranking. Utilize analytics tools to track website performance and make data-driven decisions about optimization.
- Create successful campaigns, resulting in increased customer engagement and brand awareness.
- Strong communication and project management skills, with a passion for staying up-to-date on the latest marketing trends.

# Kate Engard, MSc.

Marketing & Consulting | Web Development | Analytics

602-380-5283 | Phoenix, AZ | [kateengard@gmail.com](mailto:kateengard@gmail.com)

## Web Development & Marketing, Dream Big Be Big, LLC 2022 - Present

*NFT Project:* Project consultant & front end web development for a 1200 piece 3D generative art NFT collection.

- Installed token-gated access to web pages providing an exclusive experience to token holders. Token holders also gained exclusive access to educational material on financial literacy and a personal training community to stay “fit” both physically and financially. <https://Dreambigbebig.io>
- Set up IPFS server and secure CDN
- Assisted with testing & debugging of website and secure wallet connection
- Collaborated with blockchain developer to ensure user proper connections
- Utilized Git & version control project

*E-commerce functionality:* Integrated ecommerce functionality for dropshipping apparel direct to consumer.

*AR Campaign:* Created an interactive AR marketing activation for a collaboration project with a non-profit organization. AR experience designed for a fundraiser event, took the user through an immersive safari experience, highlighting the endangered white rhino and provided interactivity with additional information about the organization .

## Data Analysis & Human Systems, Engard Athletics — 2008-Present

Created a systems-based approach to design, develop, implement and evaluate player performance. This system uses causal analysis to reduce and/or eliminate barriers to change in a continuous effort to produce stable, predictable results over time.

<http://engardathletics.com>

*IoT Technology:* Integrate the latest wearable technology to improve performance monitoring,

- Data ingestion and integration, such as extracting data from various sources and transforming it into a usable format.
- Data storage and management, such as setting up and maintaining databases and postgresQL data warehouses,

*Analytics:* Data processing and transformation, such as cleaning, normalizing, and transforming data to support analysis.

- Develop proprietary methods for performance improvement using data-driven decisions.
- Built real-time data visualizations for performance insights.
- Built and manage company website and hosting
- Communicate technical data to non-technical stakeholders

*Full Stack Web Development*

- Utilize Wordpress CRM to manage website and subdomains
- Hosting & server management

*Marketing & Ad Campaigns*

- Proficient in marketing platforms such as AdWords and Facebook Ads and running ad funnels
- Experience with e-commerce functionality integration for merchandise and brand awareness

## Personal Projects: <https://human1st.io>

1. Rasa Chatbot for athlete load monitoring and real-time feedback. Athletes are human 1st, and like anyone, they go through human experiences. Using sentiment analysis and NLP, this project’s aim is to gain a better understanding of the cognitive states an athlete goes through that affect performance while providing coaches and athletes a real-time virtual assistant to help reduce barriers to performance.

# Kate Engard, MSc.

Marketing & Consulting | Web Development | Analytics

602-380-5283 | Phoenix, AZ | [kateengard@gmail.com](mailto:kateengard@gmail.com)

2. A MoCap project that aims to utilize anthropomorphic data and machine learning to reduce and eliminate barriers to performance while also creating a unique opportunity for athletes and scouts.
3. Using Random Forest Classifiers to Identify ACL Risk: In this demo project, 7 distinct assessments were conducted on athletes to identify posture and movement. Random forest classifier was then use to identify biomechanical attributes (or deviations) that were most contributing to risk for knee valgus.

## Certifications

Professional Certificate in Data Analytics & Visualization — University of Arizona, Aug 2020

Professional Certificate in Global Sports Management — New York University, Aug 2020

Certified Strength and Conditioning Specialist -- NSCA, 2012

## Education

Master of Science in Human Movement -- A.T. Still University, 2013

Bachelor of Science in Biology --New Mexico Highlands University, 2007