

KATE ROGERS

Web Developer

CONTACT

916-316-0516

katemcro@gmail.com

reallygreatsite.com

EDUCATION

UC BERKLEY EXTENSION

Full Stack Coding Bootcamp
2023

SIERRA COLLEGE

Business Major
2020-2022

SKILLS

HTML & CSS

JavaScript

jQuery

Bootstrap

Node.js

Express.js

MongoDB

React

SQL

MySQL

SUMMARY

Enthusiastic Web Developer with an eye for design and a background in Digital Marketing. Highly skilled in organization and efficient task management, adept at coordinating complex projects and maintaining meticulous attention to detail.

WORK EXPERIENCE

DIGITAL MARKETING ADMIN

Brookbush Institute
2022

- Utilized SendGrid and Mailchimp to create targeted email campaigns, implementing UTM parameters for precise data tracking and analysis.
- Proficient in HTML coding for creating visually appealing and responsive emails.
- Managed email lists effectively using Hasura, ensuring accurate and targeted communication with the audience.
- Tracked website performance, user behavior, and conversions using Google Analytics.
- Identified new lead generation opportunities and collaborated closely with the web development team on email capture projects.

DIGITAL CONSULTING

Freelance
2021-2022

- Collaborated with a web developer to create brand concepts, ensuring cohesive branding and visually engaging user experiences.
- Used Figma and Miro to design wireframes, prototypes, and mockups, effectively communicating design concepts for web development.
- Iterated on designs based on feedback and technical considerations, enhancing functionality and achieving user-centered design solutions.