

# AUDREY KLAMMER

## FRONT-END ENGINEER

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## SUMMARY OF QUALIFICATIONS

Versatile front end engineer with user experience knowledge and design sensibility, drawing from years of experience working directly with customers in marketing. Excel at working on cross-functional teams requiring both collaboration and self motivation. Key qualifiers include:

- » At least 3 years building modern front end apps
- » Strong understanding of JavaScript
- » Experience with UX
- » Experiment with and learn new technologies
- » Experience building data visualizations
- » Front-end optimization
- » Real world React experience
- » Champion modern front-end processes
- » Dashboard design
- » Passion for improving codebases
- » Find and address performance issues
- » Take ownership

## EXPERIENCE

### FRONT-END ENGINEER | 2016–2019

*Verizon Media (Verizon Labs & Oath), Palo Alto & Sunnyvale, CA*

Front-end engineer for big data and artificial intelligence applications aimed at helping carriers monetize troves of data through the use of advanced machine learning techniques and deep analytics.

- » Developed geofencing application for NFL and MLB using React. Collaborated with UX designer, product managers and QA to translate business requirements into completed features.
- » Identified and communicated front-end best practices: lobbied for adoption of JavaScript design guide, automated testing and linting, React, ES6+, performance testing, productivity tools and workflows.
- » Spearheaded front-end customizations on cross-functional team tasked with rapidly delivering a multimillion dollar data analytics platform to four América Móvil markets in South America.
- » Reduced front-end team development time by over 10 hours/week per person by decoupling UI and back end development.

### FREELANCE WEB DEVELOPMENT | 2015

*Audrey Klammer Design, Alameda, CA*

Designed and developed responsive web pages based on clients' conversion goals and user experience (UX) design principles. Completed professional training program in web development to improve skills as front end developer.

- » Game/Code/Design TA for after school program providing web development and game design instruction to underrepresented and underserved youth.
- » Created grid based templates for general developers to follow.

### MARKETING DIRECTOR, UX DESIGNER | 2012–2014

*AlchemyAPI (Acquired by IBM Watson Group), Denver, CO*

3rd employee at AlchemyAPI, an artificial intelligence (AI) service acquired by IBM Watson. Founded and led marketing department with a limited budget by developing and streamlining marketing processes, including website metrics, marketing automation, developer outreach campaigns and a full website redesign.

## SKILLS

### FRONT-END DEVELOPMENT

JavaScript ES6/7, React, React Native, Redux, HTML5, CSS, GraphQL, Unix, GitHub, D3.js, unit testing frameworks

### USER EXPERIENCE & DESIGN

Photoshop, InDesign, Illustrator, Balsamiq, conversion optimization, site redesign, wireframes & mockups, responsive design

### COMMUNICATION

Communicate front-end best practices, public speaking, event hosting, hackathon judging, article writing, promotions

## EDUCATION

### BACHELOR OF ARTS DEGREE

Communication, 2006

*UC Santa Barbara, CA*

### CERTIFICATE

Multimedia, 2012

*Front Range Community College, CO*

### CERTIFICATE

Web Development, 2015

Professional Development Training

*Front Range Community College, CO*

### CERTIFICATE

Front-End Development 2016

*Udacity*

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- » Led UX design for AlchemyAPI dynamic dashboard: created wireframe in Balsamiq; prototype using HTML, CSS and Bootstrap. Collaborated with engineers using an Agile development process, Github, and JIRA.
- » Grew developer community from 15,000 to 35,000 members, quadrupled MQLs/month, and worked with VP of Sales to triple total customers and MRR while consistently remaining under budget.
- » Redesigned AlchemyAPI.com in 4 weeks to meet Series A PR deadline using Drupal. Resulted in \$60,000 cost savings and a fully responsive site.
- » Streamlined AdWords programs, implemented first retargeting campaigns, and used Google Analytics to increase conversion rates through website development and keyword optimization: unique visitors 51%, pageviews 45%, total visits 63%, mobile visitors 168%.
- » Positioned CEO and company as an AI thought-leader in 65 online articles (GigaOM, Wired, MIT Tech Review, TechCrunch, Fortune). Resulted in \$120,000 annual savings and introduction to key IBM Watson Group executives.
- » Using HTML, CSS, Photoshop and InDesign, created first marketing assets: landing pages, display ads, white papers, and infographics.

### MARKETING & OUTREACH COORDINATOR | 2010–2011

[Boulder Digital Arts](#), Boulder, CO

Developed marketing campaigns focused on increasing community engagement and profit for digital arts school and coworking space for creative professionals.

- » Increased course profit 30% with zero marketing budget by taking advantage of new media trends, public relations, and event marketing.
- » Reached 100% occupancy sales goal in under a month using social media, PR, event marketing, and in-person promotion.

### MARKETING OUTREACH ASSOCIATE | 2010

[Free Speech TV](#), Denver, CO

Supported the strategic fundraising efforts for Free Speech TV, a national news network reaching over 40 million US television households.

- » Represented station on-air, in-person and online. Implemented first social networking campaigns promoting livestreaming coverage.

### PERSONALS MANAGER & PROMOTIONS | 2006–2009

[The Stranger](#), Seattle, WA

Managed the online and print Personals' sections for the 2nd most visited weekly paper online, *The Stranger*, and the *Portland Mercury*.

- » Increased revenue for 2 major-city newspapers by tailoring online Personals' content to meet the customer needs and improve overall user experience: Seattle 45% and Portland 52%.
- » Increased site traffic: pageviews 260% (4.2 million/month) and unique visitors 290% (110,000/month).
- » Cultivated partnerships with local and online businesses, created sponsored events, and appeared on local television and radio.

## VOLUNTEER & AFFILIATIONS

### GIRL DEVELOP IT

Workshops Attended:

React.js, Object-Oriented JS and MVC Architecture, D3.js, AngularJS, Backbone, JavaScript, Web Design

### DENVER STARTUP WEEK

Marketing Committee, 2014

*Annual event dedicated to celebrating and showcasing Denver startups*

### START DRINKING UP

Event Organizer, 2012–2015

*Monthly social mixer for startups in Denver*

### BUILT IN BREWS

Cofounder, 2012

*Monthly mixer held at a different Denver startup put on by Built in Colorado*