

KRISTY E. KELLER

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Full-Stack Web Development • Web Design • Code Refactor • Content Writing • eCommerce

Technologies

JavaScript, jQuery, Node.js, React.js, AJAX, Adobe Creative Suite, CSS, and HTML

Experience

eCommerce Content Specialist, DICK'S Sporting Goods, Pittsburgh, PA November 2017 – July 2020

- Drove traffic, conversion and revenue while maintaining a brand voice
- Increased Outdoor Apparel 2018 demand sales by +17% through collaborating with vendors for enhanced assets
- Lead the 2018 enhanced outwear photo shoot, heightening product display pages for key assortments
- Applied business knowledge to identify and understand assortments and prioritize key initiatives
- Managed internal and external relationships with key partners like Nike
- Category expert to address any needs that arise within that category
- Trained and presented processes and results to various levels of the organization and vendors
- Incorporated customer feedback to improve and enhance web experience

Freelance Content Writer, Skyword Inc., Boston, MA August 2016 – Present

- Research and create content for healthcare industry blogs
- Write and edit two 500-word articles per month with an average of 200-page views per article

Additional Qualifications

Digital Marketing Intern, United Concordia Dental, Pittsburgh, PA May 2016 – August 2016

- Collected data for the mid-year report and pulled lead generations and presented research to leadership

Disney College Program Intern, Walt Disney World, Orlando, FL January 2016 – May 2016

- Developed marketing and sales strategy from the leading entertainment company

International Sales Intern, Sodexo, Inc., Madrid, Spain June 2015 – July 2015

- Analyzed, graphed, planned, and calculated retail sales using Microsoft Excel

Education

Full Stack Web Development Certificate Present

University of Pennsylvania, Philadelphia, PA

Master of Business Administration May 2019

Point Park University, Pittsburgh, PA

Magna Cum Laude

Master of Arts: Media Communications

Specialization: Public Relations and Advertising Management May 2019

Point Park University, Pittsburgh, PA

Magna Cum Laude

Bachelor of Arts: Communication Arts and Humanities May 2017

Minors: Integrated Marketing and Digital Media

Magna Cum Laude, Honors Program Scholar

Keystone College, La Plume, PA