Micaela Berry

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— PROVEN TO POSSESS AN UNCOMMON BLEND OF HIGHLY ANALYTICAL SKILLS AND INTERPERSONAL STRENGTHS —
— ACQUIRED FULL-STACK DEVELOPMENT EXPERIENCE WHILE COMPLETING INTENSIVE CODING BOOT CAMP —
— DEEPENED TECHNICAL EXPERTISE THROUGH RESEARCH EXPERIENCE AND PROFESSIONAL TRAINING —

EDUCATION & TRAINING

We Can Code IT
SOFTWARE DEVELOPMENT CERTIFICATE, 2017

Ohio University
BFA, Graphic Design, 2009
International Study in Italy in Summer 2007

TECHNICAL INVENTORY

Java • JavaScript • HTML5 • CSS3 • Bootstrap • MVC • Adobe Creative Suite • Responsive Design / Mobile Structured
• Query Language (SQL) • Spring • Hibernate • Wordpress • Object Oriented • Source Control / Git • CPanel

https://github.com/micaelaberry   www.mberrydesign.com

(1): Aria VI: This Capstone project was a "Choose Your Own Adventure" game which implements full-stack development skills. This includes Java, JavaScript, HTML5, CSS3, and Spring MVC. The premise of the game gives the user the ability to use their imagination and problem-solving skills throughout their journey to save the kingdom from the evil necromancer.

(2): Little Black Book of MWR: Researched, designed, and coordinated with MWR facilities to promote MWR activities and awareness among associates , military members, and their families which increased our web traffic by 23%. The Graphic Design programs used were Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.

(3): Virtual Pet Amok: The software development program used for this project was Java. Some of the skills required were: loops, introducing new methods & editing existing methods, array lists and maps, constructors, user input and models.

EXPERIENCE HIGHLIGHTS

Freelance Graphic Designer
Freelance Graphic Designer (2009 - 2017)

Designed branding manuals, marketing material, business cards, logos, flyers, wedding invitations and related print items for health care companies, fitness related businesses, event planners, and individual clients

★ **Columbus Healthcare & Safety Consultants:** Create branding manual, base logo, business cards, letterhead, marketing folder, detailed 12-page brochure and Web page.

★ **Peace Free Lutheran Church:** Develop welcoming visitor package including an informational brochure, business card, event brochure, bookmark, logo design, and a Mission Brochure.

★ **VR Fit:** Created logo, business cards, letterhead, marketing promotional materials, postcards, and mailers for a Virtual Reality Fitness experience to help individuals stay fit and lose weight.

Defense Supply Center of Columbus
Morale, Welfare and Recreation (MWR) Marketing Assistant and Graphic Designer (2012 - 2016)

Worked with MWR team to develop effective marketing plans including publicity, promotional strategies, print & web material, and campaigns. Evaluate progress and recommend alternative methods to accomplish objectives.

★ Create and design Marketing/Multimedia materials to promote DSCC MWR special events, programs, seminars and operations and report the results concerning the efficiency and effectiveness of MWR's facilities operations.

★ Recorded ROI analytics for social media accounts (Facebook/Twitter), special events, and dsccmwr.com website using Wordpress, CPanel, and Survey Monkey which increased unique website visits by 23% and cost effective plans.

★ Maintain and developed new web content for dsccmwr.com utilizing Wordpress and CPanel. Designed online marketing materials and increased web traffic by 25% Special Recognition: Received March 2014 Associate of the Month for Defense Logistic Agency (DLA) Installation SUpport at Columbus. Reference related article:

(https://dsccmwr.com/wp-content/uploads/2014/06/DLA-Associate-of-Month-Berry-article.pdf)