



# POPPY JENNINGS

## FULL-STACK DEVELOPER

### ABOUT ME

The desire to know how web apps are created, integrated and scaled led me to a coding bootcamp, where I have transitioned from digital marketer to full-stack web developer.

Combining the skills of client consultation, account management, communication and prioritisation honed in my marketing career with my new found passion for adding flair to websites with JS/Stimulus, I keep the user experience at the forefront of my projects.

I am keen to build my skills and learn more. I love to help clients define and achieve their digital goals and exceed their expectations.

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poppyjennings PoppyJennings poppyjennings.com

Barcelona Nationalities: British/German

### PROJECTS

#### Hubbly.online

##### PRODUCT OWNER / FULL-STACK DEV

- Created, pitched and built Hubbly.online web app, the website that makes websites for language teachers.
- Oversaw and coded all aspects of the app as part of a team, from initial idea through to fully-functioning website.
- Defined clear user stories to guide the team
- Prioritised the backlog to adhere to sprint timeframes

#### Poppyjennings.com

##### FULL-STACK DEVELOPER

- Portfolio site highlighting my recent works
- Mister Cocktail App
- AirBnB clone project
- UniChoices.co.uk
- JS Coding snippets

#### GeleeRoyaleRoannaise.com

##### FULL-STACK DEVELOPER

- Complete eCommerce web app for sale of organic honey and royal jelly
- Third-party integrations incl. WooCommerce, WhatsApp and Mailchimp
- Stripe payment system
- WordPress CMS as requested by the client

#### InEnglishWeSay.com

##### FULL-STACK DEVELOPER

- Simple website to support the growth of the client's Instagram-based business
- Responsive CSS design built for mobile users

### MY STACK



## SKILLS

Ruby ●●●●●  
Ruby on Rails ●●●●●  
Relational Data Bases ●●●●●  
OOP ●●●●●

HTML ●●●●●  
CSS ●●●●●  
JavaScript ●●●●●  
Bootstrap ●●●●●  
UX/UI Design ●●●●●  
Prototyping ●●●●●

Figma ●●●●●  
GIT ●●●●●  
GitHub ●●●●●  
Agile/Scrum ●●●●●

English (Native)  
Spanish (B1)

## EDUCATION

### LE WAGON CODING BOOTCAMP

2021 | 9-Week Full-Stack Coding Bootcamp

### UNIVERSITY OF WALES, SWANSEA

2002 - 2006 | Philosophy with American Studies | 2:1 Hons.

### CALIFORNIA STATE UNI., FULLERTON

2004 - 2005 | Exchange programme | 1st Class/3.75 GPA

## QUALIFICATIONS

### CodeCademy

Full-stack 30 week course | 2020

### PRINCE2 Project management

Foundation and Practitioner levels | 2015

## MY FORMER LIFE

### In my previous career in marketing I described myself as:

A designer and implementer of targeted, measurable, omnichannel, go-to-market campaigns that galvanised market share, reached new markets and exceeded OKRs. I brought experience from the blue-chip companies Ascential/EMAP and PepsiCo to a start-up environment. I delivered three UK industry-leading, large scale B2B exhibitions as well as numerous international B2C events. Analytical and data-driven, with a specialism in website optimisation, marketing funnels and automation. Please visit my [LinkedIn profile](#) for full details of my achievements at my previous companies

### Inspired Minds Media MARKETING MANAGER

06/2019 — 05/2020

[World Summit AI](#) / [Intelligent Health AI](#)

Helped the company to transition from a traditional summit to an online conference organiser. Implemented automated, integrated, cross-platform solutions to improve workflows and database management. Built website features, integrations and landing pages to acquire new customers and increase conversion rates.

### This Is Underground DIGITAL ACCOUNT MANAGER

06/2019 — 09/2019

[Alvalle UK](#) / [Instagram Alvalle UK](#)

Delivered the social media strategy to launch Alvalle gazpacho to the UK market. Grew organic engagement rates to over 6% for Instagram and 8% for Facebook within three months of taking control of the accounts.

### DestinationBCN MARKETING & SOCIAL MEDIA MANAGER

01/2018 — 12/2018

[DestinationBCN](#)

Scaled paid campaigns across Google, Social and Metasearch networks driving traffic and direct bookings. Completed website analysis to identify key search terms and improve SERP. Utilised backlinks and influencer marketing strategies to build brand, reputation and ranking.