



# POPPY JENNINGS

## JUNIOR WEB DEVELOPER

### ABOUT ME

Digital-marketer turned  
Full-stack Web Developer.

Keeping commercial goals in mind and user experience at the forefront of all projects I build technically clean and SEO optimised websites and web apps. Helping to turn commercial websites into lead-generating, conversion machines.

I am continually building my skill set and tech stack and love consulting with clients to help them define and achieve their digital goals. I'm seeking a new, challenging position where I can grow as part of an innovative, international team.

### CONTACT

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Nationalities: British/German

Barcelona

poppyjennings.com

PoppyJennings

poppyjennings

### PROJECTS

Amenitiz.com | Growth Engineer

- Perfected technical site audits by improving: Site structure, Page depths, Hreflangs, Rich snippets, Canonical URLs, Redirect paths, Meta tags.
- Coded front-end features and optimisations to increase the conversion rate of the website. Including adding/refining webpages, optimising sign-up forms and streamlining processes.
- Responsible for all coding updates to the client-facing website.
- Coded an e2e back-end feature for uploading white papers and our video series to the site.
- Completed coding procedures from initial idea to promoting to production via Heroku.

Poppyjennings.com | Full-stack dev

- Portfolio site highlighting my recent works.
- Amenitiz.com / Hubbly.online / UniChoices.co.uk / FreshPicks.co.uk / Wildflower / JS Coding

### MY STACK



Hubbly.online | Product Owner / Full-stack dev

- Pitched and built the Hubbly web app; the website that makes websites for language teachers.
- Oversaw and coded all aspects of the app as part of a team.
- Defined clear user stories to guide the team.
- Prioritised the backlog to adhere to sprint timeframes.

FreshPicks.co.uk | Full-stack dev

- Complete eCommerce web app with Stripe payment system.
- Complete client dashboard with functionality to easily update/add new products.

GeleeRoyaleRoannaise.com | Full-stack dev

- Complete eCommerce web app with Stripe payment system.
- Third-party integrations incl. WooCommerce, WhatsApp and Mailchimp.
- WordPress CMS as requested by the client.

## SKILLS

Ruby ● ● ● ● ●  
Ruby on Rails ● ● ● ● ●  
Relational Data Bases ● ● ● ● ●  
MySQL ● ● ● ● ●  
OOP ● ● ● ● ●  
Rest APIs ● ● ● ● ●  
WordPress ● ● ● ● ●

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

Agile/Scrum ● ● ● ● ●  
GitHub ● ● ● ● ●  
Jira ● ● ● ● ●

## 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

## LANGUAGES

English (Native)  
Spanish (B1)

## MY FORMER LIFE

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

A designer and implementer of targeted, measurable, omnichannel campaigns. I brought experience from 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.

### Inspired Minds Media MARKETING MANAGER

06/2019 — 05/2020

World Summit AI / Intelligent Health AI

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.

Please visit my [LinkedIn profile](#) for full details of my achievements at my previous companies