

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.

MY STACK















POPPY JENNINGS

FULL-STACK DEVELOPER



in 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 fullyfunctioning 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 snippits

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

SKILLS EDUCATION

Ruby
Ruby on Rails
Relational Data Bases
MySQL
OOP
Rest APIs

HTML
CSS
JavaScript

Agile/Scrum
GitHub
GIT

Bootstrap

UX/UI Design

Prototyping

Figma

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 managment

Foundation and Practitioner levels | 2015

LANGUAGES

Englsih (Native)
Spanish (B1)

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 <u>LinkedIn profile</u> for full details of my achievements at my previous companies

Inspired Minds Media MARKETING MANAGER $\frac{06/2019-05/2020}{World\ Summit\ AI} / \frac{Intelligent\ Health\ AI}{}$

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 <u>Alvalle UK</u> / <u>Instagram Alvalle UK</u>

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.

DestinationBCNMARKETING & SOCIAL MEDIA MANAGER

01/2018 — 12/2018 <u>DestinationBCN</u>

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.