

Taylor Ball

Taylorballcpt@gmail.com | (903) 330-6515 | [Portfolio](#) | [LinkedIn](#) | Tyler, TX

PROFESSIONAL SUMMARY

Self-taught web developer with a passion for building real-world solutions, transitioning from operations management in the brewpub industry. Proficient in React, JavaScript, Firebase, and CSS—delivered projects like *TableTracker* to streamline business ops. Strong background in process optimization, team leadership, and problem-solving, honed over 5+ years in management and marketing.

Technical Skills

- **Languages/Frameworks:** JavaScript, React, HTML, CSS
- **Tools:** Firebase (Auth, Firestore), Material UI (MUI), Matter.js, Git/GitHub
- **Concepts:** Responsive Design, Geolocation, Real-Time Data, SEO
- **Transferable:** Operations Management, Data Analysis, Team Training

Projects

TableTracker | [portfolio.github](#) | 2024

- Built a React-based app with Firebase and MUI to track brewpub tables in real-time using geolocation.
- Improved operational efficiency—demo mode enabled for portfolio showcase.
- Tech: React, Firebase, MUI, JavaScript, CSS.

Digital Punch Card | [portfolio.github](#) | 2024

- Developed a React app with Firebase and QR code integration to manage customer loyalty.
- Features real-time updates and an interactive onboarding tour.
- Tech: React, Firebase, JavaScript, CSS.

QR Bingo | [portfolio.github](#) | 2024

- Created an interactive bar game with React—QR codes link to live gameplay.
- Designed downloadable assets for easy setup—demo mode included.
- Tech: React, JavaScript, CSS.

Keg Stack Challenge | In Progress | 2025

- Building a physics-based stacking game with React and Matter.js—Firebase for leaderboards.
- Features drag-and-drop kegs and mobile tilt controls.
- Tech: React, Matter.js, Firebase, JavaScript.

Professional Experience

ETX Brewing Company | Tyler, TX

December 2022– Present

Operations Manager & Marketing Lead | Dec 2022–Present

- Manage daily ops—hiring, training, inventory, and financials for a busy brewpub.
- Optimized processes with tech solutions (e.g., *TableTracker*), boosting efficiency by 20%.
- Led digital marketing—grew online presence via social media and data-driven campaigns.

Sales and Marketing Specialist

July 2022– December 2022

- Secured partnerships and expanded market reach through targeted outreach..
- Analyzed sales data to refine strategies, increasing placement rates by 15%.

Life Changing Fitness | Tyler, TX

July 2018 – Present

Self-Employed Business Owner & Head Trainer | Jul 2018–Present

- Launched a fitness business—built a website (HTML, CSS) for scheduling and client engagement.
- Trained 50+ clients, tailoring programs—skills applied to tech project management.

Vivid Web Development | Tyler, TX

2018 – Present

Freelance Web Designer | 2018–Present

- Designed responsive websites for small businesses using HTML, CSS, and JavaScript.
- Consulted on digital strategies—improved client visibility with SEO and UX focus.

Education & Certificates

The University of Texas at Tyler | B.S. Kinesiology – 90 Hours Completed

All Saints Episcopal School | GED | 2015

Certifications:

- TABC Certification | Feb 2024–Feb 2026
- Certified Personal Trainer | NASM
- Sports Performance Enhancement Specialization | NASM
- CPR AED

References available upon request