

Sarah Beecroft

[Portfolio](#) | [GitHub](#) | Seattle, WA | 801.403.4880 | contact@sarahbeecroft.me

PROFESSIONAL SUMMARY

Full Stack Web Developer with a strong background in digital marketing and communications. Passion for learning new technologies led to self-taught coding skills while building a social media career. Proficient in HTML, CSS, and JavaScript, in addition to being trained in the MERN (MongoDB, Express, React, and Node.js) stack. Seeking new opportunities in development, with a focus on front end design.

HTML5 ▪ CSS3 ▪ Bootstrap ▪ JavaScript ▪ jQuery ▪ React ▪ Node.js ▪ MongoDB ▪ MySQL ▪ Express ▪ Heroku ▪ Atlassian Jira ▪ Adobe Photoshop ▪ Git ▪ MERN Stack Specialization

EDUCATION & CERTIFICATIONS

University of Washington Coding Boot Camp, Seattle, WA

CERTIFICATE – AUGUST 2019

Attended University of Washington Professional Education Program for full stack web development, specializing in the MERN stack.

- Completed 16 projects and worked on 3 major group projects during the boot camp
- Acted as Project Manager on 2/3 projects
- Please see my [Portfolio](#) for project work examples

ONLINE COURSEWORK

- **Codecademy Pro:** Completed HTML/CSS/JavaScript/React courses
- **Udemy:** Completed 'The Modern JavaScript Bootcamp Course (2020)' course

PROFESSIONAL EXPERIENCE

Xbox/Xbox Game Pass Community Manager

MAY 2016 – PRESENT

Microsoft (Consultant via JeffreyM Consulting), Bellevue, WA

Community Manager reactively and proactively monitors Xbox and Xbox Game Pass social media accounts, while also creatively brainstorming and contributing copy ideas for channels. As a Community Manager, it's my role to create a fun and engaging environment for the community, while maintaining a positive image for the brand.

- Contributes to 58% increase in post likes and reactions over 6-month period and completed 11K+ engagements yearly
- Prompt positive conversation with community by reactively engaging on Xbox social media channels including: Twitter, Facebook, Instagram, and YouTube

- Discovers trending topics, themes, consumer interests and needs across social media for weekly reporting to improve overall customer experience
- Brainstorm campaign and proactive post ideas with Xbox marketing team based on current trends in the video game industry, leading to success in reaction numbers while engaging with influencers and customers
- Has produced multiple pieces of well-performing content resulting in 2000+ likes on Twitter

Social Listening Manager

JULY 2017 – DECEMBER 2017

Hired for a contract role within same employer (JeffreyM Consulting) to support a confidential project for Microsoft managing a team of six contractors.

- Compiled keyword lists and scanned social media channels for relevant keywords for reporting purposes, in addition to maintaining up-to-date document for team usage
- Scheduled and performed weekly 1:1s, along with performance reviews
- Participated in team bug bash events to test new product features

Content Manager

TaskEasy, Salt Lake City, UT

SEPTEMBER 2014 – MAY 2016

As a Content Manager, I wore many hats at this startup working as the primary copywriter, contributing engaging content to the business website, while also manning the company blog and handling the marketing emails. The opportunity to work on such varied tasks created for a great learning experience and introduced me to coding by way of HTML and CSS.

- Wrote engaging copy, designed, and monitored all company marketing and informational email campaigns using Mailchimp templates and additional HTML/CSS
- Redesigned all company transactional emails (order confirmation, order updates, etc.) in Photoshop and created HTML/CSS templates based on design mock-ups to make more user friendly
- Researched and wrote fun, but informative yard care related content for company website and blog
- Took lead on brainstorming sessions with team to spark new ideas for email campaigns, blog posts, and marketing promotions