

Krista Jackson

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Skills

Ruby
Ruby on Rails
JavaScript
Backbone.js
jQuery
SQL
Active Record
Git
HTML
CSS



[LinkedIn](#)



[GitHub](#)

Portfolio

VinoBueno

[GitHub](#) | [Live](#)

Wine review web app inspired by Goodreads. Rate and review wines. Add wines to cellars to track your favorites. Search feature to find new wines.

- Backbone.js web app consuming RESTful JSON Rails API.
- User authentication with BCrypt to store salted hash password digests.

ActiveRecord Lite

[GitHub](#)

Maps Ruby objects to SQLite queries.

- Used Ruby metaprogramming and inflection.

Asteroids

[GitHub](#) | [Live](#)

Browser-playable version of the classic arcade game.

- JavaScript game made with HTML5 Canvas.
- Detects collisions of moving objects.

Professional Experience

Business Operations Manager

October 2012 – March 2015

Become Inc. product affiliate network

- Uncovered and fixed two site errors, growing ad impressions by 80%, resulting in thousands of dollars of extra monthly revenue.

SEO Project Lead

September 2010 – October 2012

Become Inc. product affiliate network

- Quadrupled link building success rate.
- Spearheaded data analysis and implementation of a site change, resulting in a 49% increase of image search traffic in Phase I alone.

Marketing and Communications Intern

Summers of 2006 – 2010

Stanford Graduate School of Business

- Handled a variety of online media, including interactive map and photo widgets. Implemented Cumulus for cross-departmental cloud-based photo access.

Education

App Academy

An immersive, full-stack web development program in San Francisco, with an acceptance rate below 5%.

University of California at Davis

Bachelor of Arts Degree in Communication

Bachelor of Arts Degree in English, Creative Writing emphasis