Alexandra Eesley

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SUMMARY

Full stack web developer and digital marketing expert with extensive entrepreneurship and leadership experience. Known for tackling problem solving with a fresh approach, using a unique ability to switch between data-driven strategy, and beautifully intentional design. Invigorated by fast-paced environments, challenges, collaboration and continuous transformation through learning.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript, jQuery, Node Js, MySQL, Express, ReactJS, MySQL, MongoDB, Mongoose, Express, Axios, Atlast, Handlebars.js, Heroku, Bootstrap, Foundations, Material-UI, Github, VS Code

RECENT PROJECTS

SMUG SHEEP | A Community for Positivity
GitHub: https://github.com/jyocus/Smug-Sheep
Deployed: https://dry-oasis-44384.herokuapp.com/

Smug Sheep is a gratitude driven community where users can anonymously post and read positive news to help bolster their mental health throughout the Covid-19 pandemic. The application utilizes HTML, CSS, Javascript, React, Node.JS, Auth0, Particles, Material-UI, MongoDB, Mongoose, Axios, Express, and Atlast. This project was created by a team of four contributors, and presented to a group of 30 developers in a Demo Day simulation.

VEGGIE VISION | Understand Your Food
GitHub: https://github.com/aeesley/veggie-vision
Deployed: https://dry-oasis-44384.herokuapp.com/

Veguru is a user-friendly application that helps users live a healthier lifestyle by providing them with key information about a variety of vegetables. The application utilizes HTML, CSS, JQuery, MySQL, Foundations, Handlebars, and Express. This project was created by a team of four contributors, and presented to a group of 30 developers in a Demo Day simulation.

RESTAURANT ROULETTE | Dynamic Restaurant Generator
GitHub: https://github.com/k1te-m/Project-1-Restaurant-Roulette
Deployed: https://k1te-m.github.io/Project-1-Restaurant-Roulette/

Restaurant Roulette is a dynamic application that helps users decide where to eat based on their search location and the current weather conditions for that location. The application utilizes HTML, CSS, JQuery, & Foundations, and pulls in API data from the Open Weather API and Zomato API's. This project was created by a team of two contributors, and presented to a group of 30 developers in a Demo Day simulation.

PROFESSIONAL EXPERIENCE

EESLEY CONSULTING   February 2016 – Present
Owner & Strategic Marketing Consultant
- Built a solopreneur consultancy from scratch to six figures in 3 years, with an average 43% growth YOY.
- Empowered 20+ businesses to complete strategic marketing initiatives to boost growth and catalyze impact.
- Built highly specialized knowledge of Google products to deliver outstanding SEO results and growth for clients.
- Continuously pushed individual growth through learning initiatives, conferences, courses, and networking.
- Managed all aspects of running a small business, from analytics to client communication, to finished deliverables.

URBAN LEASH   October 2015 – February 2016
Director of Marketing & Sales
- Increased lead generation and conversion rates by optimizing partnership, digital and grassroots channels.
- Managed all content generation including website, social media, email campaigns and partnership collateral.
- Hired and managed a team of Brand Ambassadors to increase lead generation and overall brand exposure.
- Developed structures, best practices and reporting for lead optimization and channel growth analysis.
- Analyzed customer trends to discover opportunities for growth, upselling and improved customer retention.

IDS   October 2014 – October 2015
Director of Marketing
- Executed a complete rebrand, including web design, content creation, collateral and creative vision.
- Managed all content creation: website, case studies, PowerPoint presentations, press releases and blogs.
- Designed comprehensive marketing campaigns, boosting customer engagement and generating sales leads.
- Managed external vendor relationships and utilized funds to plan events boosting client engagement and leads.
- Contributed strategic insights as leadership team member, evaluating performance metrics to drive decisions.

TRULY CHICAGO   January 2014 – October 2015
Creator & Owner
- Researched SEO strategies to boost web statistics and implemented a long-tail approach, increasing web traffic.
- Grew a social media presence online to build website referrals and a loyal, engaged community of followers.
- Managed content marketing Interns, helping advance their writing skills, specifically for SEO optimized content.

WILLIS GROUP
Marketing Manager   August 2013 – October 2014
- Created content for and designed all promotional, educational, recruiting communications and blog.
- Designed various microsites promoting affiliate agent membership programs, directly increasing membership

Marketing Coordinator   December 2011 – August 2013
- Worked with the IT Team to re-design the outward aesthetic and internal functionality of the company website.
- Researched and implemented the Salesforce CRM for a new client development department.

EDUCATION

NORTHWESTERN UNIVERSITY   Winter 2020
Full Stack Development Certificate

DEPAUL UNIVERSITY   March 2016
Masters in Business Administration

UNIVERSITY OF WISCONSIN - MADISON   Spring 2011
Bachelor of Arts in Strategic Communications with a double major in Spanish.

ADDITIONAL SKILLS

SEO, SEM, Social Media Marketing, Email Marketing, Content Creation, Blogging, Video Marketing,
Podcast Marketing, Marketing Strategy, Keyword Research, Website Design, Graphic Design, Analytics

PERSONAL & PROFESSIONAL DEVELOPMENT

- Project Frontline Covid-19 Support Campaign (Organizer & Founder)   Spring 2020
- Break the Silence Community Event (Organizer & Founder)   Fall 2018
- True Mentors Leadership Forum   Summer 2018
- LGMC McHenry County   Class of 2018