



Permanent Resident



Wakefield, MA 01880



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(857)318-9982

Front End	
HTML	Advanced
CSS	Advanced
SASS/SCSS	Intermediate
Javascript	Proficient
Back End	
Nodejs	Intermediate
Framework/Library	
Handlebars	Proficient
MeteorJs	Intermediate
ReactJs & Redux	Intermediate
Content Management System	
Squarespace	Intermediate
WordPress	Proficient
Wix	Intermediate
UX/UI	
Axure	Proficient
Photoshop	Proficient
Balsamiq	Intermediate
Digital Marketing	
SEO Audit	Intermediate
Content Marketing	Proficient
HTML Email	Advanced
More Tools	
MS PowerPoint	Advanced
Google Sheet	Proficient
Google Forms	Proficient

Experience

E-learning Specialist, Marketing, PR, and Engagement
October 2019 to June 2020

- Corentus, Inc.** – *Team Development Coaching industry*, Lexington, MA
- Designed, developed, and delivered elements of the product launch process including product development, beta-testing, and execution of go-to-market plan.
 - Worked closely with Lead Designer and reported to C-level executive in building elements of product launch.
 - Led e-learning initiative by systemizing new processes around the changes.
 - Enhanced customer experience within learning management system platform
 - Managed and updated the company website and learning management system.
 - Utilized tools (Photoshop, PowerPoint, iMovie, CSS, and Javascript) to build mock-ups, certificates, email campaigns, promotional materials, and social media contents.

Digital Marketing Intern
September 2018 to June 2019

- CareerMaker Executive Search, Inc.** – *Recruiting industry*, Boston, MA
- Employed the Marketing Funnel strategy to build company website from scratch using Wordpress, HTML, CSS, Javascript.
 - Worked closely with CEO to create marketing content on the website to attract B2B clients.
 - Built online visibility and drove website traffic using Search Engine Optimization (SEO).
 - Brainstormed and discussed potential business expansion ideas.
 - Conducted competitor analysis and research what might be applied to the company.

- Teaching Assistant of the Programming Foundation course**
September 2014 to December 2016
- Northeastern University, College of Professional Studies** – *Education industry*, Boston, MA
- Provided support and oversight in the classroom alongside primary teacher to help ensure safety and quality learning for all students.
 - Provided supplementary lessons and in-class assistances to students, mainly checking codes, and fixing errors.
 - Developed supplementary materials including online videos and quizzes in order to shorten the learning curve.

Achievement

- Improved customer experience of e-learning users by creating and embedding HTML emails into the e-learning platform.
- Successfully devised a modular approach for the company to sell its products and services online in any website, email campaign, social media post, and direct message.
- Taught a total of over 150 graduate students and 200 hours in a programming course during 2 year period as a teaching assistant.

Additional Skill

Soft: Teamwork & team development, teaching, project management, problem-solving
Technical: SEO/SMO, web content management, webpage markup, audio & video editing

Education

Master of Profesional Studies: Digital Media, concentration: Usability & Interactive Design
Master of Science: Leadership, concentration: Project Management
Northeastern University, College of Professional Studies – Boston, MA

Certification

Sales and Marketing Professional
Small Business Administration
Computer System Institute – Charlestown, MA

Reference List

Full name: Janice Caillet
Company: Corentus, Inc.
Position: Co-Founder & Chief Catalyst Officer
Address: 87 Pleasant St, Lexington, MA 02421
Phone: (617)279-0740
Email address: janice.caillet@corentus.com

Reference description: During my work at Corentus for 9 months, Janice guided, directed, and assigned me with tasks and responsibilities mainly in preparing elements related to product launch.

Full name: Velda Shaby
Company: Northeastern University, College of Professional Studies
Position: Lecturer in the Digital Media program for over 10 years
Address: 360 Huntington Ave, Boston, MA 02115
Email address: velda18@gmail.com

Reference description: From September 2014 until December 2016, Velda employed me to assist her during in-class lectures and to provide supplementary classes for students at Northeastern University.