

Austin Meyer

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EDUCATION

Fullstack Academy Web Development Bootcamp

Software Engineering Certificate

June 2022 - Present

The University of Texas at Austin

B.A., English • Minor in Government

May 2021

HONORS

Dean's List (8x)

Fall 2017 - Spring 2021

TECHNICAL PROJECTS

The Closet | October 2022 | <https://github.com/ameyer12/grace-shopper-starter>

- Built a full stack e-commerce clothing application utilizing React, HTML, CSS, Bootstrap, Node, Express, PostgreSQL, and Render
- Learned agile development methodologies and improved GitHub proficiency

Across the Pond Soccer | October 2022 | <https://github.com/ameyer12/AcrossThePondSoccer>

- Built a dynamic and responsive React web application for users to view the top scorers and assisters in Europe's top five soccer leagues
- Gained valuable experience working with React, HTML/CSS, Bootstrap, JavaScript, and RESTful APIs

Stranger's Things | September 2022 | <https://github.com/ameyer12/StrangersThings>

- Designed and constructed a React CRUD web application allowing users to register an account and list items for sale on the marketplace
- Utilized React, HTML/CSS, Material UI, and JavaScript

EXPERIENCE

Koddi, Fort Worth, TX

Digital Marketing Analyst

August 2021 - Present

- Managing metasearch funds across Google, TripAdvisor, Trivago, Kayak, Booking.com, and Priceline and making recommendations to optimize campaign performance
- Leading strategic initiatives to inform clients on how to acquire key customers in relevant markets
- Tracking KPIs and solving complex business challenges through digital marketing

Appfolio, Richardson, TX

Business Development Intern

June 2021 - August 2021

- Maintained and updated Salesforce database through data coordination and research
- Supported business development team by building relationships with prospects and constructing a qualified lead pipeline
- Undertook ad hoc research projects focused on the real estate and technology industries

Ark7, Austin, TX

Marketing Manager Intern

January 2021 - June 2021

- Drove a 484% increase in the company's userbase by leading multi-channel marketing efforts
- Authored and edited targeted content for the Ark7 blog, and conducted research to develop detailed market analysis reports
- Managed the company social media accounts and increased organic growth on Twitter by 40%

The University of Texas at Austin, Austin, TX

Research Assistant

May 2020 - August 2020

- Facilitated the consolidation of over 10,000 congressional hearing descriptions dating back to 1845
- Collaborated with supervisors to draw new insights and conclusions from collected data

Technical Skills

Proficient: Node, JavaScript, React, Git, Express, HTML5, CSS, Bootstrap, GitHub, WordPress, SEO, Google Analytics

Familiar: Python, SQL (MySQL, PostgreSQL), Adobe Analytics, Facebook Ad Manager