

# ASHLEY ALBERTSON

FULL STACK WEB DEVELOPER | SOFTWARE ENGINEER

## DETAILS

### ADDRESS

McKinney, TX  
United States

### PHONE

214-449-5091

### EMAIL

aalbertson.softwareengineer@gmail.com

## LINKS

[GitHub](#)

[LinkedIn](#)

## SKILLS

Full Stack Web  
Development

Project Management

Mentorship

HTML & CSS

Javascript

Python

SQL

Digital Marketing

Website Optimization

Software Development

Communication and  
Presentation

Independently Motivated

## EMPLOYMENT HISTORY

### Digital Marketing Specialist, NewDay Realty Group, Keller Williams Realty

McKinney

Jan 2021 — Present

- Determined and assessed the needs of the employer and built and updated website utilizing HTML and CSS to meet the requirements.
- Managed CRM system and organized and updated database containing thousands of contacts while closely documenting every change in the system as reference for future tasks.
- Oversaw the MLS IDX integration on website and communicated effectively with third party technology partners to pinpoint and resolve issues.
- Developed CRM campaigns and identified issues that occurred during testing. Worked closely with third party technology partner to pinpoint and resolve issues.
- Managed online marketing efforts including email campaigns and social media strategies as well as traditional marketing efforts including newsletters and mailers.
- Evaluated effectiveness of marketing campaigns and made suggestions for improvements.
- Took on numerous digital marketing and administrative tasks simultaneously and successfully completed all work within specified time frame.
- Collaborated closely with outside parties to develop company logo and assortment of branded marketing collateral and communicated project statuses and proposals to employer.
- Created Google Business page and responsible for obtaining positive client reviews to instill confidence in company services.
- Developed productive relationships with clients and maintained ongoing communications with current, past, and potential clients to stay top of mind and generate business.

### eCommerce Marketing Specialist, ESAB North America

Denton, TX

Mar 2018 — Oct 2019

- Analyzed complex business problem of lacking digital assets required to sell products online through distribution partners, articulated the problem to leadership, and translated the analysis into viable solution recommendations.
- Worked closely with key customers to determine and assess digital specifications and standards for selling products online and collaborated with cross-functional departments to meet requirements.
- Managed the product digitization project including product photography and product data while setting and managing realistic internal and external expectations as well as communicating project status.
- Worked alongside cross-functional departments to develop and execute marketing programs and promotions for all eCommerce business providing seamless integration into website and digital communications.

- Managed the quarterly end user rebate program. Responsible for communicating program details and issues effectively to third party fulfillment vendor and utilizing vendor software to set up and monitor program performance. Analyzed and presented program performance to leadership and provided recommendations for improvement.
- Attended events to drive engagement with key customers to gather feedback and help document and deliver on actions to better serve them in the eCommerce space.
- Managed digital newsletter communications and surveys sent from leadership to strategic partners. Worked cross-functionally with departments to ensure high-quality content was delivered to customers on time and customer responses were conveyed to leadership in a timely manner.

## **eCommerce Marketing Manager, Lighting Connection**

Irving, TX

Sep 2015 — Mar 2018

- Managed direct-to-consumer eCommerce business on Shopify platform and achieved revenue growth of approximately 200% YOY.
- Directed the strategic website redesign optimized for desktop and mobile. Determined and assessed site requirements and effectively communicated those needs to a third party technology partner to deliver a high-quality finished product.
- Documented each aspect of the website and desired improvements as a reference for future upgrade projects.
- Hired and mentored small eCommerce team and created a positive, collaborative work environment.
- Worked closely with third party conversion optimization agency to track website performance and marketing KPIs and collaborated closely with agency to further optimize site and marketing campaigns.
- Led digital marketing efforts to increase online sales including various site improvement projects, SEO optimization projects, content creation, influencer collaborations, email campaigns, social media marketing, and merchandising.
- Managed the annual marketing calendar and budget and signed off on third party proposals.

## **EDUCATION**

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### **Bachelor's in Marketing, University of Texas at Tyler**

Tyler, TX

Dec 2012

Graduated Suma cum Laude

### **Full Stack Web Developer Curriculum, SMU**

Dallas, TX

Aug 2022

- Mastered full-stack web development weekly assignments, mini projects, and major group projects by demonstrating sound skills in HTML, CSS, JavaScript, React.js, MySQL, Node.js, Express.js, ORM, APIs, MongoDB, and GraphQL.
- Served as group leader and main presenter for group projects and collaborated closely with team members to communicate project statuses.
- Graduated first in the class and mentored fellow students inside and outside of class to help them understand curriculum.
- Identified and resolved issues that occurred during the design and testing processes using problem-solving skills.
- Determined and assessed the needs of the user based on the user-story and technology requirements then worked alongside fellow engineering students to create applications to meet the requirements.

- Currently: Improving and expanding technical capabilities by continuing education through additional Python and SQL online course and am dedicated to further learning including reading, workshops, conferences, and/or communities of practice.

### **Google Analytics Certification, Google**

Aug 2017