

Ashley Albertson

214.449.5091



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McKinney, TX



Linkedin.com/in/

ashley-albertson-750277244/



Full Stack Web Developer & Software Engineer

Full Stack Web Developer qualified for front-end and back-end Junior-to-Mid Level Software Engineer roles. Knowledgeable in JavaScript, CSS, React, MySQL, etc. (see skills & portfolio). Graduated from SMU Full Stack Software Engineer Program Aug. 2022. Previous professional career of nearly a decade in results-driven sales & marketing roles. 2 years traditional sales. 5 years digital marketing & online sales. In charge of developing, implementing, & managing digital marketing campaigns and heading up online sales efforts in small multi-million-dollar companies and large global corporations for both business-to-consumer & business-to-business channels.

PROGRAMMING SKILLS

JavaScript

HTML & CSS

React.js

MySQL

Node.js

Express.js

API Design

MongoDB

Deployment & Delivery

Algorithms

Data Structures

EDUCATION

BACHELOR'S

Marketing

University of Texas at Tyler
Dec. 2012

Magna Cum Laude, 3.8/4.0

FULL-STACK WEB
DEVELOPER

Software Engineering (Front-end & Back-end)
Southern Methodist University
Aug. 2022
4.0/4.0 GPA

EXPERIENCE

STUDENT

2022

Southern Methodist University

As a full stack software engineering student at SMU, I have accomplished numerous real-world professional programming skills such as, but not limited to, the following:

- Completed weekly assignments, mini projects and 3 major group projects designed to emulate real-world scenarios. Instructions were framed as user stories and tasks resembled professional on-the-job tickets. The instructions were in-line with project management conventions of framing the issue in terms of business context and acceptance criteria.
- Mastered these weekly assignments and projects by demonstrating sound skills in HTML, CSS, JavaScript, and Git for all assignments as well as solid knowledge in a variety of other in-demand skills for select assignments such as jQuery, Bootstrap, MySQL, Node.js, Express.js, ORM, APIs, Heroku, MongoDB, React.js and GraphQL.
- Worked as a project team leader for the projects to ensure the successful completion of the projects. Also served as a project manager to define the scope of the projects, delegate tasks based on members' strength & preferences, and took on vast amounts of work when things fell through to ensure we would deliver a quality final product on time.

ECOMMERCE MARKETING MANAGER

2018 - 2020

ESAB North America, Denton, TX
www.esab.com

While serving as eCommerce Marketing Manager for North America, I was responsible for developing, implementing, and tracking plans for incremental growth in the eCommerce channels for the US and Canada.


- Became the resident expert on distributor client website protocols and established key contact relationships with these customers to realize optimum placement on their sites.
- Worked cross-functionally with Sales Directors and Global Product Managers to develop and execute Marketing programs and promotions for all eCommerce businesses.
- Managed the US Amazon account and provided North America leadership with process flow recommendations for maximum optimization. Performed complete analysis of the Amazon channel and provided suggestions for improvement, resulting an estimated \$2M+ cost savings for the company for 2019.

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OTHER SKILLS

Client Relationship
Management

Project Management

Analytics Reporting

Campaign Management

Presentation Skills

Team Leadership

EXTRA

GOOGLE ANALYTICS
CERTIFIED
Aug. 2017

PRODUCTION AWARD
#2 GROUP CLOSED SALES
VOLUME
Keller Williams Allen
(#1 Real Estate Company in
Collin County, TX)
Sept. 2021

PRODUCTION AWARD
#2 GROUP WRITTEN SALES
VOLUME
Keller Williams Allen
(#1 Real Estate Company in
Collin County, TX)
May 2021

EXPERIENCE (continued)

- Attended events to drive engagement with key customers to gather their feedback and help document and deliver on actions to better serve them. Gave presentations to executive leadership to both inform and acquire resources needed to meet our clients' requirements to increase online sales through distribution.
- Managed the North America end user rebate program and served as the main point of contact for our customer care department for all end-user inquiries regarding the program.
- Identified key metrics for marketing programs; analyzed promotion performance and site traffic through third party vendors to monitor consumer behaviors and track revenue and sales to drive strategic decisions.
- Worked closely with Product Managers on the launching of new products and promotions, providing seamless integration into North American website and digital communications.
- Managed the quarterly newsletter to key distributors from conception to delivery. Worked cross-functionally with Product Management, Customer Care, Sales, and Training to provide distribution customers with valuable content.
- Liaised with North America Marcom Team and Sales force to ensure ongoing North American digital cohesion and communications.

ECOMMERCE MARKETING MANAGER
Lighting Connection, Dallas, TX
www.lightingconnection.com

2015 - 2018

- Managed direct-to-consumer ecommerce business and achieved revenue growth of 200% YOY
- Managed small internal eCommerce team and created a positive, collaborative work environment.
- Managed third party agency to monitor and optimize targeted digital marketing strategies including SEO, Google Analytics, Google AdWords, display advertising, social media advertising and Google Shopping.
- Spearheaded the strategic website redesign for desktop and developed plan for new mobile site to enhance brand messaging, improve user experience and increase conversions. Managed full project lifecycle providing direction to outside developers and graphic designers: strategy, design, development, testing, and implementation.
- Responsible for developing and executing site optimization projects based on site analytics to boost sales by improving eCommerce KPIs.
- Planned and executed all online marketing activities to increase sales including on-site merchandising, marketing automation, PR/linkbuilding influencer campaigns, email marketing, social media marketing, and special/seasonal offers and promotions.
- Developed and maintained branded social media platforms. Managed content for these platforms and reputation management through responding to customer posts and reviews.
- Managed the annual marketing calendar and budget.