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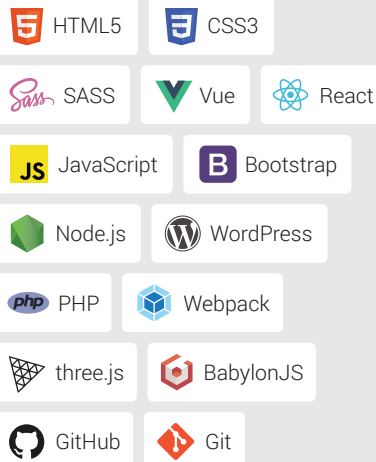
Marketing may be where I started my career, but web development and UX/UI design has been my passion long before that.

When I find myself staying up late working on Raspberry Pi projects, learning Vue & React for coding up fun personal ideas, and finding every excuse to use web dev in my marketing career, it makes me realize that frontend development is where I *want* to be.

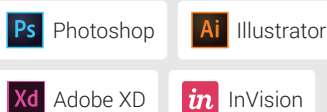
Now, I'm looking to make that jump!

Skillset

Frontend Development



UX/UI Design



Work Experience

Developer Marketing, Principal Product Mktg. Mgr.

Axway Inc. Developer Marketing, Principal Product Marketing Manager

July 2019 – Present



- Built a reactive Theme Creator web app using Vue.js for rapidly designing and previewing mobile applications built with Titanium Mobile.
- Designed all UX/UI elements, interactions, and flows for the Griffin App — Axway's official internal app for helping employees return to work safely following COVID-19.
- Worked with UX & product teams to standardize the header navigation across all Axway properties by designing and coding a flexible, customizable, standardized header element to be consumed by other developers at Axway.
- Led Axway's developer-focused marketing initiatives, including revamping of developer-focused landing pages, building out developer-focused content, and writing for the Axway Developer Blog.
- 2nd place in Axway's 2020 #BetterConnected hackathon, designing the layout & flow for an API-driven mobile application for connecting with your neighbors and community, showcasing features of Axway's entire integration platform.
- Designed and coded a flexible, customizable, standardized header element to be consumed by other developers at Axway, in order to help standardize the header navigation across all Axway properties.

Freelance Frontend Developer (Vue, Wordpress)

Freelance

October 2017 – Present



- Helped clients in a variety of industries ranging from healthcare, fitness, eCommerce, and technology optimize their entire web presence; everything from website creation/optimization to brand development, content creation to sales funnel strategies, and more.
- Client projects have included full website design and creation from scratch, as well as inheriting existing designs and WordPress codebases to further develop.
- Worked with clients end-to-end until project completion, from initial wireframing, to mocking up UX flows in Adobe XD, and ultimately turning designs into code.

Senior Creative & Digital Marketing

Digital Envoy, Inc.

June 2014 – June 2019



- Led Digital Envoy's digital marketing initiatives, including directing PR and Design teams to launch and promote new marketing content pieces across our digital channels, and coordinating those teams with Marketing and Sales to meet the company's ambitious sales objectives.
- Led the redesign and launch of the Digital Element website, making analytics-based UX decisions to better drive site engagement and lead generation (resulting in 3x weekly traffic levels since being brought on).
- Built and optimized new landing pages across the old and new sites, which grew conversion rates by over 140%.
- Completely redesigned and rebuilt the Customer Support Portal for a greatly enhanced user experience.

Proximus Mobility

Creative Services Intern

January 2012 – May 2012



- Designed and built mobile web apps for Proximus' clients, including Walgreens, Toys"R"Us, and Chick-Fil-A, intended for on-site ad promotions to customers.

Education

Georgia State University

Bachelor of Business Administration (BBA), Marketing

July 2014



University of Georgia, Terry College of Business

Master of Business Administration (MBA), emphasis: Marketing

December 2018

