CAITLIN BOPP

Front end web developer leveraging background in marketing and communications to provide unique perspectives on how end-users interact with websites and software platforms. Currently enrolled in Johns Hopkins University's Full Stack Coding Boot Camp. Innovative problem-solver who is passionate about developing apps with a focus on mobile-first design and development. Strengths in creativity, teamwork, and building projects from ideation to execution.

TECHNICAL SKILLS

Languages: JavaScript, ES6+, CSS3, HTML5
Applications: GitHub
Tools: jQuery, Node, Bootstrap, MaterializeCSS

Projects

Yoda Advice | **Github Repository Link** | **Link to Deployed Project**
- **Summary:** Users will be able to receive sage advice from the venerable Jedi Master, Yoda. In addition to translating random pieces of advice into Yoda's famous way of speaking, users can also create their own pieces of advice for Yoda to translate.
- **Role:** Co-author
- **Tools:** HTML, CSS, JavaScript, jQuery, MaterializeCSS, Fun Translations API, Advice Slip JSON API

Workday Scheduler | **Github Repository Link** | **Link to Deployed Project**
- **Summary:** An interactive calendar app for scheduling your workday.
- **Role:** Sole author
- **Tools:** HTML, CSS, JavaScript, jQuery, Bootstrap, Font Awesome, GoogleFonts

Code Quiz | **Github Repository Link** | **Link to Deployed Project**
- **Summary:** A timed quiz consisting of multiple-choice coding questions.
- **Role:** Sole author
- **Tools:** HTML, CSS, JavaScript, jQuery

EXPERIENCE

ASSISTANT DIRECTOR, ENROLLMENT MARKETING & COMMUNICATIONS

Loyola University Maryland, Baltimore, MD / October 2018 - Present

- Maintains all undergraduate admission website content
- Manages multiple third-party vendor relationships
- Manages all undergraduate admission event communication
- Oversees all transfer undergraduate admission email communication through customer relationship management system (CRM)
- Assists with all undergraduate admission email marketing communications (setup, scheduling, copy edits)
- Maintains monthly social media content calendar
- Creates original video content for social media platforms
- Oversees all undergraduate admission social media platforms

CONTACT

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in linkedin.com/in/caitlinbopp

SKILLS

Adobe Creative Suite
Adobe Acrobat, Photoshop, Illustrator, InDesign, AfterEffects, Bridge

Microsoft Office
Microsoft Word, Excel, Powerpoint

Social Media
Facebook, Instagram, Twitter, LinkedIn, Pinterest, Canva, Hootsuite

Content Management
Sitecore, Informatica PIM

Customer Relationship Management (CRM)
Slate, First Spirit

Analytics
Google Analytics, SimplyMeasured, Hootsuite, Tableau

EDUCATION

Bachelors of Science, Marketing & Advertising

Rider University, NJ
2009 - 2013

AWARDS

Full Division I Women's Basketball Scholarship

Rider University, NJ
2009 - 2013

DIRECTOR OF ADMISSIONS

Institute of Notre Dame, Baltimore, MD / July 2017 - October 2018

- Oversaw the recruitment, evaluation, and admissions process for prospective students
- Supervised Admissions office staff, and regularly reported to Head of School
- Built and reported on monthly metrics to school board
- Coordinated and facilitated on and off-campus recruiting events
- Coordinated campus tours for prospective students and families
- Reviewed all applications and documentation for each applicant
- Performed both phone and in-person admissions interviews
- Oversaw financial aid and scholarship programs

MARKETING SPECIALIST

BLANCO America, Inc., Lumberton, NJ / May 2013 - May 2017

- Managed day-to-day marketing budget tracking process
- Managed new product marketing communications
- Supported new collateral development for all key literature pieces (including proofing and managing project deadlines
- Assisted in development of training platforms for sales reps and customers
- Managed third party fulfillment center
- Supervised onsite press checks for all printed literature
- Managed video production process
- Oversaw all content management for U.S. website
- Built and reported monthly website metrics and analytics to marketing team
- Supported photoshoot management, and assisted with photoshoot set designs
- Coordinated all product shipments for photoshoots, trade shows, and all marketing or sales events
- Managed customer product data requests
- Oversaw all social media platforms
- Organized national sales meeting