

CAITLIN RAMSEY

caitlinramsey@outlook.com • (315) 247-2792 • [GitHub](#) • [Portfolio](#) • [LinkedIn](#) • Raleigh, NC

I am a highly skilled and adaptable Full Stack Developer with a proven track record of designing, developing, and maintaining robust web applications and software solutions. With a strong foundation in both front-end and back-end technologies, I bring a holistic approach to software development that enables me to deliver exceptional results. My expertise includes proficiency in programming languages such as JavaScript, as well as in-depth knowledge of popular frameworks and libraries, including React, Node.js, and Express.js. I am experienced in database design, optimization, and management, utilizing technologies like SQL and NoSQL databases.

RELATED SKILLS

Front-End Development

- HTML5, CSS3, JavaScript
- jQuery, Bootstrap, Bulma, Daisy UI, Tailwind CSS
- React.js

Back-End Development

- Node.js, Express.js

Databases

- MySQL, Sequelize
- MongoDB, Mongoose

Design and Multimedia

- Adobe Creative Suite: (Ps, Ai, Lr, Id, Pr, Ae)
- Graphic Design: Canva, PowerPoint
- Web Development Platforms: Squarespace, WordPress, Wix, Weebly
- 3D Design: Autodesk Maya
- Interior Design: Sweet Home 3D

CRM & Marketing Automation:

- Agorapulse
- Hootsuite
- Meta Business Suite

Data Analysis

- Microsoft Excel
- QuickBooks

PROFESSIONAL EXPERIENCE

Full-Stack Developer/Graphic Designer, Raleigh, NC | 2019 – Present

Double Down Creations

- **Web Development Excellence:** Developed and launched a professional portfolio website from scratch using a technology stack that includes HTML5, CSS3, Bootstrap, JavaScript, and React. This site showcases my work and skills, providing a seamless user experience.
- **Diverse Portfolio Management:** Designed and maintained additional portfolio websites on platforms like Wix and Squarespace, expanding my online presence and ensuring accessibility to a broader audience.
- **Effective Social Media Management:** Strategically manage and curate content across various social media platforms, including Facebook, TikTok, and Instagram.
- **Entrepreneurial Ventures:** Sell and manage web development, photography, and graphic design services to clients.

Social Media Manager, Ocala, FL | 2022

Equistaff

- **Strategic Metrics Monitoring:** Proactively monitored and analyzed Key Performance Indicators (KPIs) and insights, implementing data-driven strategies that led to remarkable improvements in social media performance.
- **Website Management:** Maintained and updated a WordPress website, ensuring it was consistently up-to-date with the latest content
- **Significant Facebook Growth:** Achieved outstanding results on Facebook, with Page reach increasing by +1.1K%, Page visits by +1.8K%, and New likes by +625%, significantly expanding the online presence and engagement of the company.
- **Impressive Instagram Growth:** Drove substantial growth on Instagram, with Reach increasing by +287%, Profile visits by +66%, and New followers by +32%, enhancing brand visibility and attracting new followers.
- **Photography Expertise:** Provided professional photography services, capturing high-quality images for marketing purposes and edited them using Adobe Lightroom and Photoshop to ensure visual excellence.
- **Content Creation:** Designed eye-catching advertisements and created engaging content in Canva for job listings and marketing materials, resulting in increased job applications and inquiries.

Graphic Designer, Knoxville, TN | 2019 –2020

GatorStep LLC

- **Designed and customized templates:** Created and customized templates for diverse boat makes and models using Adobe Illustrator, ensuring brand consistency and flexibility for the marketing team.
- **Produced layouts:** Designed eye-catching layouts for various boat years, makes, and models, incorporating market trends and client preferences to enhance visual appeal.
- **Optimized projects:** Executed meticulous finishing touches, including fine-tuning template sizes, conducting rigorous proofing, and perfecting color schemes, resulting in a 15% increase in customer satisfaction and design quality.
- **Collaborated for excellence:** Collaborated closely with the web design team to ensure seamless integration of graphic layouts into web content, maintaining consistent design elements across all platforms and making real-time adjustments when necessary.

EDUCATION

Certificate, Full Stack Development, University of North Carolina at Chapel Hill, Chapel Hill, NC, August 2023

Graduate Certificate, Fisheries Management, Oregon State University, Corvallis, OR, In Progress

B.S., Environmental Conservation, Cedar Crest College, Allentown, PA, May 2019

B.A., New Media, Cedar Crest College, Allentown, PA, May 2019