



CHRISTINA FLORES

FRONT END WEB DEVELOPER

EXECUTIVE SUMMARY

Seeking a position in Full Stack Web Development with a focus User Interface Design

PERSONAL SKILLS

Excellent communication skills
Strong interpersonal skills
Time management and organization

CONTACT DETAILS

Mobile Phone: (432) 967 5237
Email Address: cdflori1@gmail.com
Based in: Tucson, AZ

WORK EXPERIENCE

MARKETING & COMMUNICATION COORDINATOR

Literacy Connects | Dec 2018- Jul 2020

- Developed strategies to create momentum and awareness of the organization during COVID-19 social distancing (digital bookclubs, drive-in fundraising event, Inside Outings - digital story hour for children)
- Coordinating development, distribution, and maintenance of all internal and external print and electronic collateral
- Planning site design, functionality and navigation, along with audience funnels and landing pages
- Handling all composition, color, illustration, typography, and branding for projects.
- Leading the generation of online content engaging audience segments and producing measurable actions through CRM platforms like HubSpot and Hootsuite

MARKETING & COMMUNICATION ASSOCIATE

Hope Cottage | Sept 2017- Oct 2018

- Creating content and management of social media platforms
- Developing content for web copy, email campaigns, and blog posts aligning with agency marketing strategy
- Coordinating advertising, design, and promotion strategy for a digital fundraising campaign
- Community outreach including interfacing with community partners, and professional education classes

GENERAL MANAGER

Orchestra of New Spain | Feb 2016- Sep 2017

- Creating new website design for both desktop and mobile interactions
- Developing site content and graphics for concert event promotion
- Volunteer and vendor management for all concert and fundraising events
- Managing the implementation of Raisers Edge data entry through the giving process

WEBSITE WORK

www.partipug.com

www.aquamarinasky.com

CONTINUING EDUCATION / CERTIFICATES

University of Arizona Coding Bootcamp

Earning certification for Full-Stack Web Developer
Completion date Feb. 2, 2021

UNIVERSITY OF NORTH TEXAS

BA Business Administration: Marketing
Graduated Dec 2015

DIGITAL MARKETING SKILLS

Adobe Creative Suite, Web Design (HTML, CSS)
SEO, CRM, Mailchimp, Raisers Edge, DonorPerfect
Hootsuite, HubSpot, Microsoft and IOS Management