

# CLAIRE FREEMAN

## Full Stack Developer

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📍 San Francisco, CA

## SUMMARY

Passionate Full Stack Web Developer proficient in fundamental front-end languages and server-side languages. Adept at identifying opportunities to enhance front-end design and improve user experience. Hardworking collaborator with track record of superior results.

## EXPERIENCE

### Marketing/Business Consultant

02/2021 - 06/2022

#### RobinGood Foods/Start-Up

Sacramento, CA

- Led the company logo and product packaging design project from early-stage development to final implementation ready for execution.
- Developed new website with brand language, colors, font, video and photo content, using Shopify platform.
- Collaborated with branding consultant and founder to establish the mission, vision, and core values of the company to be posted on website when company goes live.
- Conducted market research and extrapolated economic data for an extensive competitive analysis that was used to develop the business plan and marketing strategy.

### Business Analyst - Contract

02/2020 - 02/2021

#### Rogers Media Company

Sacramento, CA

- Conducted SEO analytics and assisted with inbound and outbound marketing campaigns which brought an uplift of 32% percent of inbound marketing inquiries over a six-month measured period in 2020.
- Analyzed the digital optimization of asset structures for increased revenues and return on investment (ROI). This resulted in two additional structures being digitized in 2020 with added annual top-line revenue of \$440,000.
- Assisted in the streamlining of accounting operations and general business processes that resulted in account receivables average days outstanding on company-wide advertising sales being reduced from 52 days to 28 days by year-end 2020.

### Marketing Intern

05/2018 - 08/2018

#### Unearth Campaigns

Sacramento, CA

- Created and presented public service-related client storyboards to senior management that included social content videos and other media platforms.
- Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for new campaign strategies.
- Assisted in target campaign optimization strategies to improve ROI across multiple ad platforms that resulted in a 46% increase in web traffic.
- Created and managed content for clients' public relations campaigns on all relevant social media platforms.

### Marketing Intern

05/2017 - 08/2017

#### Sagent Marketing Agency

Sacramento, CA

- Assisted in the coordination of a major utility company and electric vehicle partnership promotional booth at the California State Fair that included test-driving vehicles that resulted in a highly successful public relation campaign.
- Performed various accounting functions including account reconciliations and file management. Pro-actively participated in team meetings and collaborated with Marketing Managers and Executives.



## SKILLS

### Languages

JavaScript • CSS • HTML • Express • React.js •  
Node.js • Bootstrap • JQuery • Tailwind •  
Bulma

### Backend

mySQL • SQL • MongoDB • GraphQL • PWA •  
Mongoose • Sequelize

## PROJECTS

### My Portfolio

Checkout my work!

URL:

<https://claire-max.github.io/claire-portfolio-react/>

Repo:

<https://github.com/claire-max/claire-portfolio-react>

### RobinGood Foods

An e-commerce website for all your breakfast needs.

URL:

<https://immense-woodland-28981.herokuapp.com/>

Repo:

<https://github.com/claire-max/RobinGoodFoods>

### Gameathon

Calling all gamers! This is a website for those who love old school games.

URL:

<https://gameathon13.herokuapp.com/>

Repo:

<https://github.com/claire-max/Gameathon>

## EDUCATION

### Certificate, Full-Stack Web Development

UC Berkeley Extension

06/2022 - 01/2023

Grade: 96.2%

### Bachelor of Science, Economics

Clemson University

2015 - 2019

Clemson, SC