

CLAIRE FREEMAN

Full Stack Developer

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📍 San Francisco, CA

SUMMARY

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

EXPERIENCE

Web Developer

03/2023 - Ongoing

Freelance Contractor

- Created and developed website using React framework with JavaScript, CSS, and HTML languages. Utilized UX/UI design principles to enhance user experience and meet client's specifications.

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

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.
- 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.

EDUCATION

Certificate, Full-Stack Web Development

06/2022 - 01/2023

UC Berkeley Extension

Grade: 96.2%

Bachelor of Science, Economics

2015 - 2019

Clemson University

Clemson, SC



SKILLS

Languages

JavaScript • CSS • HTML • Express • React.js •
Node.js • Bootstrap • jQuery • Tailwind •
Next.js

Backend

mysql • SQL • MongoDB • GraphQL • PWA •
Mongoose • Sequelize • API • Firebase

PROJECTS

My Portfolio

Checkout my work!

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

Main Street Car Wash

Freelance car wash website.

URL:
<https://mainstreetcarwashrb.com/>
Repo:
<https://github.com/claire-max/mainstreet>

RobinGood Foods

E-commerce website for all your breakfast needs.

URL:
<https://immense-woodland-28981.herokuapp.com/>
Repo:
<https://github.com/claire-max/RobinGoodFoods>

PIE

For pizza lovers, this app is for you!
URL:
<https://pieapp.vercel.app/>
Repo:
<https://github.com/claire-max/pieapp>