Fiona Whittington

github.com/fionawhittington
fiona@techtogether.io
www.fionaw.me

B.A. Advertising
Boston University
May 2019

Skills

Marketing

- Google Analytics
- Email Marketing
- Event Planning
- Content Strategy
- Marketing Automation

Programming

- SQL
- HTML/CSS
- Bootstrap
- Jekyll
- Ghost
- Javascript & Python Basics
- Docker Basics

Design

- Adobe Suite
- Sketch

Awards & Achievements

- Provost's Scholars Award
- Cross-College Award
- BostInno's 2018 50 On Fire
- BU Summer Accelerator Grant
- New York Times Feature
- Boston Globe Feature
- Capital Hill Showcase

Experience

Executive Director & Founder   Jan 2018 - Present
TechTogether, www.techtogether.io

- Established a student-led nonprofit that hosts gender-focused hackathons across the country.
- Grew organization to 4 major cities, with an audience of over 10k students.
- Directed a team of 6+ core members and 40+ volunteer organizers to put on annual hackathons and workshops that serve an average of 1,000 students each year.
- Recruited over 60 companies and local nonprofits as event sponsors, generating $270k in revenue in 2019.

Co-founder & CEO   Nov 2019 - March 2020
The Bit, www.thebit.tech

- Co-founded an online learning platform that served 350+ learners by pairing them with a partner to complete online coding courses.
- Managed marketing initiatives, resulting in an average new user growth rate of 32% for 6 months after the product launch date.
- Executed sales program to win four major accounts from Fortune 500 companies.

Marketing Associate   May 2019 - Nov 2019
Marketing Intern   Aug 2018 - May 2019
Armored Things, www.armoredthings.com

- Collaborated with founders to relaunch brand and product, driving up sales to an estimated $400k.
- Crafted event strategy and oversaw event logistics for over 50 events each year.
- Coordinated with sales, business development, and customer success teams to generate promotional and educational content.
- Developed strategy and managed execution of the company blog used to generate brand awareness, driving a daily increase of website traffic.

Senior Marketing Intern   Jan 2018 - Aug 2018
Red Hat, www.redhat.com

- Managed internal content strategy for Red Hat's Executive Briefing Center (EBC).
- Conceptualized and developed an interactive full-stack web application for the EBC that was adapted for use at the 2018 Grace Hopper Celebration.