

# Heydon Hatcher

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[LinkedIn](#) • [GitHub](#)

## → Profile

I am a dynamic detail-oriented professional, offering a versatile skill set including website creation/administration, writing, database management, social media prowess, strong communication, photography talent, and graphic design resourcefulness. I am a collaborative worker with superb person-to-person understanding. I relish opportunities to travel and interact with a diverse cross-section of people.

## → Education

2019 – 2020

### **Austin Coding Academy**

Full Stack Web Development

2007 – 2011

### **University of Colorado-Boulder**

Bachelor's degree in Linguistics

Concentration in Mandarin Chinese

## → Technical Skills

- **Languages:** JavaScript
- **Frameworks & Libraries:** React
- **DevOps:** Git
- **Databases:** PostgreSQL, MySQL

## → Projects

**Movie Roulette** - A movie suggestion generation app developed using Javascript and React while completing Austin Coding Academy Full Stack Web Development track.

## → Work Experience

### **Content Marketing Manager + Database Administrator | Illuminations Lighting, Atlanta, GA + Austin, TX**

01/2013 – present

Multifaceted approach to design and efficient ability to connect consumers with artisans.

- Content creation for marketing materials and social media
- Graphic design for publications and email campaigns
- Creation and maintenance of vast database of lighting products for designers and architects
- Website administration

**Tech stack:** Wordpress

### **Writer | Johnson's Backyard Garden, Austin, TX**

05/2015 – 06/2019

Support marketing and development team of one of the largest CSA farms in the country.

- Digital content creation, strategic planning, creative brand development
- Worked alongside marketing manager and in-house photographer to produce artful digital content, growing the company's social media following by 10 percent and newsletter readership by 10 percent
- Increased customer retention rates
- Community outreach and customer communications
- Conducted and transcribed interviews
- Research and development of carefully crafted stories revolving around local agriculture
- Event planning and coordination

**Tech stack:** Wordpress

## → Other

[Recipe Developer](#) at Johnson's Backyard Garden - **Austin, TX** - 06/2019 - present

Music Marketing + PR Intern for Iceland Airwaves - **Reykjavik, Iceland** - 05/2014 - 11/2014

ESL Teacher for Shane English School - **Zhunan, Taiwan** - 12/2011 - 12/2012, Certified TEFL from Bridge-Linguattec