

# Jasmine Sneed

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010-7146-8849

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## Skills

Writing and research, social media and website management, networking, Adobe InDesign, Photoshop, digital marketing.

Experience using Git, Python, HTML5, React, JavaScript, Node.js, Bootstrap, PostgreSQL, CSS3.

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## Experience

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### **Front-End Web Developer - Los Angeles, CA**

- Planned, developed, tested, deployed, and maintained web applications.
- Provided effective troubleshooting and remediation for web applications.
- Wrote SQL statements and stored procedures
- Worked well independently and within a team setting.
- Effectively translated client requirements into application designs and systems requirements.
- Followed policies and procedures related to application methods and quality standards at all times.

### **Digital Marketing and Design - Long Beach, CA**

- Developed multi-platform advertising campaigns.
- Executed digital strategy for account, while also outperforming competition in all engagement metrics.
- Collaborate with marketing staff in the development and production of visual content.
- Create content for email marketing campaigns.
- Identify social media opportunities and develop an actionable plan for execution.
- Recommend and develop strategies for growing and leveraging our social media follower base using promotions, contests, polls, ads, surveys and referral programs.
- Created custom logos, completed professional presentations, produced and edited short videos, and designed motion graphics.
- Maintained multiple websites, and pro-actively participated in website user testing.

### **Student Journalist and Writer - Irvine, CA**

- Worked with the reporting team to develop stories on a daily basis and in a 24/7 environment.

- Conducted research and monitored blog traffic patterns to assess the kind of content readers desired.
- Pitched story ideas for websites and trending topics.
- Maintained very high quality of outgoing news in both written and digital format.
- Assisted in managing social media accounts as well as the company website.

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## **Education**

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### **MIT OpenCourseWare / Computer Science**

Courses in algorithms, data structures, UI Syntax, development and analysis of software and hardware, GUIs.

### **MIT OpenCourseWare / Marketing**

Courses in marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

### **MIT OpenCourseWare / Journalism**

Courses in investigative research, interviewing, reporting and writing, photojournalism, mapping and geotagging, storytelling, video, editing, shorthand, audio, grammar, and content management.