




JENNIFER KIRWIN

WEB & APPLICATION DEVELOPER

Manchester, NH 
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EDUCATION

University of New Hampshire, May 2014

Bachelor of Fine Arts; Painting & Drawing

Summa Cum Laude; GPA: 3.98

UNH Full Stack Coding Boot Camp, June 2020

Completion Date: June 1, 2020 | Academic Average: A+

SKILLS

- JavaScript, Node.js, jQuery, HTML5, SCSS/CSS
- MySQL Database Queries & Maintenance
- Angular, React, Bootstrap, Materialize
- Adobe InDesign, Photoshop, Illustrator, Premiere
- Google AdWords, Facebook & Instagram Ads

WEB & APPLICATION DEVELOPMENT

- github.com/jenniferkirwin/stitch-study - Angular, Sequelize, MySQL, in progress
- github.com/jenniferkirwin/hamburger-builder - Node.js, Express.js, Sequelize, MySQL, deployed on Heroku
- github.com/jenniferkirwin/note-taker - Node.js, Express.js, Materialize, deployed on Heroku
- github.com/jenniferkirwin/password-generator2 - JavaScript, SCSS/CSS, HTML, Materialize
- github.com/jenniferkirwin/scheduling-app - JavaScript, jQuery, SCSS/CSS, HTML, Materialize
- github.com/nwsanfor24/holiday-meal-planner - Team lead, supervised task delegation & debugging

PROFESSIONAL EXPERIENCE

MARKETING AND COMMUNICATIONS MANAGER, New Art Center, Newton, MA

January 2019 - Present

- Create mobile responsive HTML landing pages for digital marketing campaigns
- Oversee web developer for new website design with better navigation, content, load time, and SEO
- Manage two employees while the New Art Center works through a change in operations due to COVID-19
- Compose and print 24+ page quarterly course catalogs to showcase art programming and exhibitions
- Research, develop, and maintain organic and paid Google AdGrants, Instagram & Facebook, and email campaigns
- Created and presented to board of governors a comprehensive marketing plan with budget projections
- Increased summer enrollment by 9.6% in 2019, compared to 2018, utilizing print and digital marketing campaigns
- Oversaw and mentored two summer Marketing Interns and training the new Development Coordinator

WEB MARKETING SPECIALIST, Brewster Home Fashions, Randolph, MA

May 2017 - January 2019

- Developed Foundation based landing pages and graphics for marketing, product launches, and holiday sales
- Wrote and ran MySQL queries to update website's database, ensuring product data was accurate and complete
- Launched new products on eCommerce website and updated content pages
- Lead projects to improve product images and data to increase sales and search engine visibility
- Managed Google AdWords, Facebook and Instagram Ads for WallPops and Brewster Home Fashions
- Ran weekly reports to evaluate digital marketing campaigns performance and ROI

DIGITAL CONTENT SPECIALIST, Web-Kare, LLP, Raymond, NH

April 2015 - May 2017

- Designed, built and maintained HTML & Bootstrap websites for clients that attracted and engaged customers
- Implemented JavaScript libraries to add additional functionality to client websites
- Built and tested custom landing pages for organic and PPC campaigns to optimize website conversions
- Collaborated with clients to develop effective branding and digital marketing strategies
- Ran monthly reports to assess clients' marketing programs and qualify internet visitor traffic
- Managed 20+ AdWords accounts achieving CTRs of 5% compared to industry standard of 1.5%