JENNIFER KIRWIN
WEB & APPLICATION DEVELOPER

Manchester, NH ⊙
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JenniferKirwin.github.io ‹›

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
Expected Completion Date: June 1, 2020

SKILLS

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

WEB & APPLICATION DEVELOPMENT

- *github.com/nwsanfor24/holiday-meal-planner* - Team lead, supervised task delegation & debugging
- *github.com/jenniferkirwin/password-generator2* - Built using JavaScript, SCSS/CSS, HTML, & Materialize
- *github.com/jenniferkirwin/code-quiz* - Built using JavaScript, jQuery, SCSS/CSS, HTML, & Materialize
- *github.com/jenniferkirwin/scheduling-app* - Built using JavaScript, jQuery, SCSS/CSS, HTML, & Materialize

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PROFESSIONAL EXPERIENCE

MARKETING AND COMMUNICATIONS MANAGER, New Art Center*, Newton, MA*   January 2019 - Present

- Create mobile responsive HTML landing pages for digital marketing campaigns
- Overseeing web developer for new website design with better navigation, content, load time, and SEO
- Created and presented to board of governors a comprehensive marketing plan with budget projections
- Increased summer enrollment by 9.6%, compared to 2018, utilizing both print and digital marketing campaigns
- Compose and print 24+ page quarterly course catalogs to showcase art programming and exhibitions
- Photograph and videotape classes and artwork for digital and print marketing materials
- Research, develop, and maintain organic and paid Google AdGrants, Instagram & Facebook, and email 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 SQL 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
- Created image and video ads to promote product, drive engagement, and grow sales on social media
- Ran weekly reports to evaluate digital marketing campaigns performance and ROI

MARKETING AND COMMUNICATIONS MANAGER, New Art Center   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
- Created original printed mailers, brochures, and materials to promote commerce
- 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%