# Kailey Morter

## Full Stack Junior Web Developer

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Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

## Skills

- Strategic Planning
- Operational improvement
- Problem resolution
- Process improvement
- Project organization
- Online marketing strategies
- Goal planning

## Work History

**2018-02 - Current**

### Digital Marketing Director
*Speal Programming, Park City, UT*

- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Increased customer engagement through social media.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Developed campaigns and specific marketing strategies.
- Wrote engaging and successful marketing, advertising and website copy.

**2017-01 - 2018-06**

### Social Media Manger
*Stable Creative, Costa Mesa, CA*

- Devised strategies and roadmaps to support product vision and value to business.
- Increased customer engagement through social media.
- Promoted successful outcome of web development strategy by aligning consistent brand messaging and visual designs across all digital outlets.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.

## 🎓 Education

**2010-08 - 2014-05**

**Bachelor of Science: Business Administration**
*Northwest University - Kirkland, WA*

**2020-04 - 2020-10**

**Certificate: Full Stack Web Development**
*University of Utah - Salt Lake City, UT*

## ⭐ Additional Information

- Front-End Web Knowledge: HTML, CSS, Javascript, jQuery, React, IndexedDB
Back End Web Knowledge: Node.js, Express.js, SQL (sqlite, mySQL), Sequelize, NoSQL (MongoDB, Mongoose), API's (third-party, RESTful, server-side), Templating (Handlebars)