

# KRISTYN CHURCHES

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## Professional Summary

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Highly motivated self-starter looking to launch a career in web development. Seeking opportunities in which to grow as a professional and continue my learning in the workforce. Excel working both as an individual and as a team, completing given tasks on time and to specification.

## Education

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### Bachelor of Arts, Advertising

09/2013 - 12/2016

**Michigan State University** – East Lansing, MI

- 3.88 GPA, top 7% of class
- Dean's List (2013 - 2016)

## Certifications & Skills

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- Communication, written and verbal
- Google Analytics Certification
- Microsoft Office
- Organization
- Responsive Web Design
- Team Collaboration
- Time Management
- Web Development

## Work History

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### Self-Taught Web Developer

02/2021 - present

#### Unemployed

- Voluntarily left previous position in order to learn and grow as a web developer
- Attended and completed various online web development courses through Khan Academy, Codecademy, Udacity, and others
- Proficient in HTML5 and CSS3
- Versed in JavaScript, JQuery, SQLite, and PHP
- Designed and built personal website to showcase experience and skills, including current and past work
  - [codingbykris.com](http://codingbykris.com)
- Use of Visual Studio Code software to write and edit code

### Marketing Coordinator

11/2020 - 02/2021

**MASSIVE: Medical and Subrogation Specialists** – Southfield, MI

- Created and began implementation of a comprehensive marketing plan to grow company connections and client base
- Maintained company social media accounts to ensure maximum online presence was achieved
- Worked alongside the CEO and the Implementation Manager to better understand ways in which the company can better serve their clients

**Marketing Coordinator**

11/2018 - 11/2020

**The Health Law Partners, P.C.** – Farmington Hills, MI

- Pioneered marketing efforts, including drafting content and leading design efforts for rebuild of firm website in coordination with outside graphic design firm
  - [thehealthlawpartners.com](http://thehealthlawpartners.com)
- Construction and design of secondary website, including creation of logo and invention of copy
  - [healthlawroundtable.com](http://healthlawroundtable.com)
- Created and implemented a comprehensive marketing plan to boost firm-wide exposure
- Maintained company social media accounts in order to grow online presence and relationships
- Wrote informative blogs regarding current industry content to increase SEO visibility
- Assisted firm partners with general administrative tasks including but not limited to data entry, answering phones, calendar management, and records management (both electronically and hardcopy)

**Accounts Payable Bookkeeper**

05/2017 - 11/2018

**Edward Rose and Sons** – Bloomfield Hills, MI

- Paid all utility bills for apartments and apartment buildings in a timely manner without errors
- Ensured all information regarding accounts is accurate and up-to-date before making a payment

**Assistant Store Leader**

10/2015 - 03/2017

**Payless ShoeSource** – Okemos, MI

- Promoted from Sales Associate to Assistant Store Leader within 6 months
- Generated repeat business through exceptional customer service

**MSU Advertising Manager**

06/2016 - 08/2016

**The Black Sheep** – East Lansing, MI

- Worked directly with new and prospective clients to achieve desired advertising goals with the purpose of generating customer base growth
- Collaborated with local team members to ensure proper management of client relationships
- Developed core communication, marketing, and sales strategies on an individual level

**Additional Information**

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- Member, The National Society of Collegiate Scholars (2014 - present)
- First Place Award, Campaign Creation for East Lansing Threads (MSU ADV 486, capstone class)