

KRISTYN CHURCHES

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Professional Summary

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

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

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

Work History

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
- 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 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 the rebuild of the firm website in coordination with outside graphic design firm.
 - thehealthlawpartners.com
- Constructed and designed secondary website, including creation of logo and invention of copy.
 - 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 & Sons – Bloomfield Hills, MI

- Paid all utility bills (i.e., water, gas, and electric) 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.
- Gather, sort, and distribute supplier and contractor invoices according to an established procedure.

Assistant Store Leader

10/2015 - 03/2017

Payless ShoeSource – Okemos, MI

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

MSU Advertising Manager - Internship

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

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