Keeley Byerly

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GitHub: https://github.com/keeleybb | Portfolio: https://keeleybb.github.io
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SUMMARY

Full Stack Web Developer with a background in Email Marketing automation, metrics, and A/B testing. Recognized as proactive, resourceful, and persistent problem-solver. Graduate of Full Stack Web Developer Bootcamp through University of Denver.

TECHNICAL SKILLS

Web Development: Javascript, Express Server, Node.js, MongoDB, MySQL, and React
Email Marketing: HTML, CSS, Dynamic Content, A/B testing, and responsive design
Webpage Management: Wordpress, Marketing Cloud Web Studio, and Typo 3
Additional Skills: Salesforce, Marketing Cloud, Eloqua, Hubspot, Marketo, MovableInk, and Adobe CS

PROJECTS

Surata Productivity | https://github.com/keeleybb/productivity-app | https://surata-goals.herokuapp.com
Surata allows you to add goals and tasks, set timelines, meditate, and make progress with a Pomodoro timer.
- Responsible for Database, API routes, login session, and My Goals page functionality.
- Used: MERN Stack, Passport Authentication, GreenSock, React Calendar, and React Sound

EXPERIENCE

Email Marketing Specialist
Arrow Electronics, Inc., November 2019 – Present
- Implement automated email marketing campaigns and dynamic emails using Eloqua and MovableInk.
- Create landing pages and forms for events and subscription management.
- Drive email subscriptions by analysing metrics and providing recommendations for improvements.

Digital Marketing Specialist
Transamerica, November 2014 – October 2018
- Implemented email marketing campaigns for multiple product lines and audiences. Responsibilities include: HTML/CSS coding, copyediting, A/B testing, and list creation.
- Managed email lists using Salesforce, Marketing Cloud, Microsoft Excel, and SQL.
- Optimized email messaging using key elements such as subject line, layout, and personalization.

Marketing Specialist
Microlife Medical Home Solutions, Inc., August 2013 – November 2014
- Created webinars, email campaigns, and paid advertising campaigns.
- Managed social media, events, and websites using Wordpress and Typo3

EDUCATION

Full Stack Bootcamp Certificate: University of Denver - Denver, CO   2020
A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Node.js, MySQL, MongoDB, Express, Handelbars.js, and React.

Bachelors in Journalism: Colorado State University - Fort Collins, CO   2013
Concentration in Computer-Mediated Communication with Minor in Political Science - GPA 3.6