

Keeley Byerly

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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, MySQL, Express Server, Node.js, MongoDB, and React

Email Marketing: HTML, CSS, personalization, A/B testing, and responsive design

Webpage Management: Marketing Cloud Web Studio, WordPress, and Typo 3

Additional Skills: Salesforce Marketing Cloud, Hubspot, Marketo, MovableInk, Eloqua, 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, My Goals page functionality.
- Used: MongoDB, Mongoose, Passport Authentication, GreenSock, React Calendar, React Sound, MERN

EXPERIENCE

Email Marketing Specialist

Arrow Electronics, November 2019 – Present

- Implement automated email marketing campaigns and dynamic emails using Eloqua and MovableInk.
- Drive email subscriptions by analysing metrics and providing recommendations for improvements.
- Manage email marketing campaigns and segmentation.
- Create forms for events and API data passthrough

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.
- Optimized email messaging using key elements such as subject line, layout, and personalization.
- Managed email databases and reviewed email lists for firm approvals and appropriate audience.

Marketing Specialist

Microlife Medical Home Solutions, Inc., August 2013 – November 2014

- Created webinars, email campaigns, and paid advertising campaigns.
- Managed websites, social media, and events.

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 & ReactJS.

Bachelors in Journalism: Colorado State University - Fort Collins, CO 2013

Concentration in Computer-Mediated Communication with Minor in Political Science - GPA 3.6