

Keila Hoover



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Work Experience

Software Engineer & Technical Marketer

Prima-Temp, Boulder, CO | Aug 2018 - Jan 2019

- Complete refactor of Kindara, Fertility Awareness app, iOS Database
- Integrated Kindara app and marketing data to Hubspot to enhance UX knowledge
- Integrated contacts and Welcome Email Campaign from MailChimp to Hubspot
- Supported and collaborated with UI/UX Design agency on building upcoming Ovulation Tracking app

Digital Marketing Manager & Social Media Coordinator

Emerging Women, Boulder, CO | Aug 2017 - Nov 2017

- Managed websites via CMS software, Hubspot
- Collaborate with vendor, Little Bird Marketing, to create a well-researched user experience
- Managed scheduled and live social media for annual Emerging Women Live event
- Built landing pages with custom HTML and CSS

Ecommerce Merchandising & Marketing Coordinator

Sounds True Multimedia Publishing, Boulder, CO
Jan 2016 - Jun 2017

- SEO research and implementation
- Build page scripts with HTML and CSS
- Established positive vendor relationships with vendors such as Qubit and UAR
- Create product pages via Magento
- Develop UI landing pages
- Test and optimize website
- Create Data Analysis Reports
- Owner of Semi-annual Super Sale
-- Increased revenue \$229,670 from 2015 to 2016 sales

Tools

Adobe CS	AWS
HTML5	Magento
CSS/SASS	Hubspot
Javascript	Asana
Google Analytics	React
Node.js	Trello
Express	SQL
ARIA	Django
Git/GitHub	Python
Swift	

Skills

Marketing
(Direct, Inbound)
Wireframing
Prototyping
User Stories
A/B & User Testing
Task Flows
Agile Process
SEO

Other Experience

Freelance Digital Marketer & Web Developer
for local seamstress business, LD Industries

Volunteer Coordinator & Stylist
for Mondo Guerra

Stylist for fashions shows, music videos,
& photo shoots(including Adore Delano)

Education

Galvanize, Boulder, CO
Immersive Web Development Program

The Art Institute of Colorado, Denver, CO
Fashion Marketing & Merchandising B.A.