



KELLI DRAGON

github.com/kellidragon

[linkedin.com/kellidragon](https://www.linkedin.com/in/kellidragon)

PROFILE

CREATIVE FRONT-END WEB DEVELOPER
WITH A PASSION FOR ALL THINGS NEW
AND INNOVATIVE. RESOURCEFUL, DATA
DRIVEN, UX CENTERED IDEAS AND
DESIGNS. READY TO APPLY DIGITAL
MARKETING BACKGROUND TO THE WEB
DEVELOPMENT SPACE

EXPERIENCE

DIGITAL MARKETING SPECIALIST

PENHALL COMPANY, 2018-PRESENT

Managed \$60,000 Google Ad campaigns
which resulted in a 18% conversion rate
and \$250,000 in sales in the first
quarter.

OWNER

OMAIRESCAPES.COM 2017-2019

E-commerce holistic health store.
Develop cross platform digital strategy
to drive sales.

BUSINESS PROMOTIONS LEAD

EMIRATES AIRLINE 2015-2018

Strategize and implement business
growth ideas across 70+ countries.

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS

WEB DEVELOPMENT CERT. 2019

CAL STATE UNIVERSITY, FULLERTON

BACHELOR OF ARTS IN TV & FILM

PROJECTS

TRAVEL APP: JAVASCRIPT/API/FIREBASE

[KELLIDRAGON.GITHUB.IO/TRVL./](https://kellidragon.github.io/trvl/)

- Application designed for one stop vacation shopping.
- Utilized multiple APIs, implemented firebase to store user searches, & bootstrap for framework

TRAIN SCHEDULE : JQUERY/FIREBASE/MOMENTS.JS

[KELLIDRAGON.GITHUB.IO/TRAIN-SCHEDULE/](https://kellidragon.github.io/train-schedule/)

- Application that incorporates Firebase to host arrival and departure data

LOGIC GAME: JAVASCRIPT/BOOTSTRAP

[KELLIDRAGON.GITHUB.IO/CRYSTALS-GAME/](https://kellidragon.github.io/crystals-game/)

- Math logic game that dynamically updates the page with user input.

TECHNOLOGY

HTML5, CSS

GIT HUB/GIT

JAVASCRIPT

JQUERY

REACT.JS

MONGODB

EXPRESS.JS

EXPRESS.JS

NODE.JS

FIREBASE

MYSQL

HEROKU

SKILL SETS

DESIGN

SKETCH, PHOTOSHOP, ILLUSTRATOR, INDESIGN

MARKETING

PPC ADVERTISING, GOOGLE ANALYTICS, CONTENT
CREATION, TECH SEO, SOCIAL MEDIA, EMAIL