

# Michael Kelly

Full Stack Web Developer & Graphic Designer

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## WORK EXPERIENCE

### Digital Services Coordinator NIRSA: Leaders in Collegiate Recreation

01/2015 – 06/2020 Corvallis, OR  
Professional Association for Higher Education Students and Professionals

#### Achievements/Tasks

- Created logo designs, apparel designs, info-graphics, forms, brochures, mailers, etc., in alignment with in-house branding guidelines, to be used for web and print promotion for annual conferences, educational institutes, and national intramural sports tournaments
- Manage content production and maintenance of twelve public websites and sub-domains serving - 1,800,000+ collective unique page-views, 2019.
- Contributed to daily news production for membership base, publishing of bi-monthly electronic newsletter, The NIRSA Know - approximately 3,800 recipients, 55% average click-rate, 2019
- Remote work agreement, 2016-2019 (Moved to Connecticut)

Contact: Karin Birkland – 541-766-8211 x846

### Graphic Designer First Alternative

05/2015 – 08/2017 Corvallis, OR  
Natural Foods Grocery Cooperative with two "Member-Owned" locations

#### Achievements/Tasks

- Created creative assets, in alignment with National Grocers Cooperative (N.C.G.) brand guidelines, for internal and external marketing needs
- Managed website content production and maintenanceManaged all social media channels and audience engagement
- Coordinated media assets exchange and product promotions with vendors
- Launched redesigned responsive website, 2016
- Remote web-consultant agreement, 2016-2017

Contact: Justin Mitzlaff – 541-753-3115

## EDUCATION

### Full Stack Web Developer Coding Bootcamp University of Connecticut

04/2020 – Present 3.94

### Associate of Applied Science in Graphic Design

Linn-Benton Community College

09/2012 – 06/2014 3.92

## SKILLS

Email Marketing Social Media Management

Client Website Development e-commerce

Search Engine Optimization Copy Editing

Content Creation Strategic Planning

## SOFT SKILLS

Client Relations Group Facilitation Public Speaking

External Collaboration Team Leadership

AGILE Workflow

## TECHNICAL SKILLS

### Languages

HTML5, CSS, JavaScript, PHP

### Framework

Express.js, React Native, Bootstrap, MaterializeCSS

### Libraries/API

Node.js, React

### Storage

MongoDB, MySQL

### Tools

Git, VSCode, GitHub

### Graphics

Adobe Creative Cloud, Photoshop, Illustrator, Indesign, Acrobat

## CERTIFICATES

Hootsuite Platform Certification (05/2019)

Social Media Management and Content Publishing

Digital Imaging & Pre-Press Technician Certificate  
(06/2013)

## INTERESTS

Photography Painting Outdoor Recreation

Boating Family Time Gardening Traveling

Cooking Geography Robotics Movies