

# Michael Kelly

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LinkedIn: [linkedin.com/in/michael-kelly-media/](https://www.linkedin.com/in/michael-kelly-media/) - Github: [github.com/kellymedia](https://github.com/kellymedia)

Developer Portfolio: [bit.ly/mk-developer-portfolio](https://bit.ly/mk-developer-portfolio) - Creative Portfolio: [bit.ly/mk-creative-portfolio](https://bit.ly/mk-creative-portfolio)

## SUMMARY

Junior Web Developer and Mid-level Graphic Designer, demonstrated strong communication and collaboration skills and interested in problem solving and project management. Experience with strategic working and major marketing campaign development for large academic institutions and recreation industry retail companies. Collaborative projects include brand-identity development and re-branding projects for small to medium businesses and helping clients to develop social media and online strategies. Interested in finding opportunities to use my creative and coding skills to help improve audience engagement and user-experience.

## TECHNICAL SKILLS

React.js, Node.js, Express, MongoDB, MySQL, Git, HTML5, CSS, Bootstrap, WordPress, PHP, cPanel, phpMyAdmin, Google Analytics & Ads, FB Business Manager, Adobe CC, XD, Photoshop, Illustrator, InDesign, Premiere Pro

## PROJECTS

**Needs & Deeds** | GitHub: <https://github.com/kellymedia/needs-and-deeds> | Demo: [bit.ly/needs-and-deeds](https://bit.ly/needs-and-deeds)

- App uses device location to create a marker on the community map, and includes a unique message. Share your name and your message to show other people your favorite sunset or fishing spot etc.
- Contributions: Research, Concept, UI/UX design, conversion from Bootstrap to MaterializeCSS, slide deck
- Tech: React.js, Express, MongoDB, Node.js, MaterializeCSS

**Find & Dine** | GitHub: <https://github.com/kellymedia/find-and-dine> | Demo: [bit.ly/find-and-dine](https://bit.ly/find-and-dine)

- App provides recipe ideas and nutrition information based on user input of available ingredients. User enters what they want to cook with and Edamam API provides recipe links and picture of potential meal ideas.
- Contributions: Lead, Concept, UI/UX design, slide deck presentation
- Tech: MaterializeCSS, Javascript, jQuery, Edamam API, HTML5, CSS

**geoMap Me** | GitHub: <https://github.com/kellymedia/geoMap-Me> | Demo: [bit.ly/geomapme](https://bit.ly/geomapme)

- App uses device location to create a marker on the community map, and includes a unique message. Share your name and your message to show other people your favorite sunset or fishing spot etc.
- Contributions: Lead, Concept, UI/UX design, graphics, implementation of Mapbox GL JS, slide deck
- Tech: Node.js, Express, MySQL, TailwindCSS, Mapbox GL JS, Handlebars.js | Slides: [bit.ly/geomapme-slides](https://bit.ly/geomapme-slides)

## WORK EXPERIENCE

### National Intramural-Recreational Sports Association

January 2015 - June 2020

#### *Digital Services Coordinator*

(Remote) Corvallis, Oregon

- Created digital and print media assets for multi-dimensional marketing campaigns geared for national markets.
- Collaborated with stakeholders to develop UX case studies and implementation and communicated project timelines and traffic analytics using Google Marketing Platform; Scheduled social media and tracked engagement with Hootsuite, 1,800,000+ collective page-views, 2019. Managed VPS hosting and third-party plugin integration and maintenance..
- Contributed to news production and e-newsletter; averaged 3,800 recipients bi-monthly, 55% average click-rate, 2019.
- Remote employee agreement, 2016-2020.

### First Alternative Co-op

January 2015 - August 2017

#### *Graphic Designer*

Corvallis, Oregon

- Created internal and external marketing assets, in alignment with National Grocers Cooperative (N.C.G.) brand guidelines.
- Managed website content production and maintenance; managed all social media channels and audience engagement.
- Coordinated media assets production and product promotions with vendors, including planning and promoting special events.
- Assisted identity rebrand and designed new outdoor signage, 2015. Designed rebranded responsive website, 2016.
- Remote web-consultant agreement, 2016-2017.

## EDUCATION

**University of Connecticut** - Hartford, Connecticut  
School of Engineering - Coding Bootcamp  
Full Stack Web Development Certificate

Expected, September 2020

**University of Connecticut** - Storrs, Connecticut  
71/120 Credits Earned - Bachelors of General Studies  
3.95 Cumulative GPA - Dean's List

September 2018-December 2019

**Linn-Benton Community College** - Albany, Oregon  
Associate of Applied Science - Visual Communication & Graphic Arts  
3.92 Cumulative GPA - Phi Theta Kappa Honor Society

June 2014