KELLY MORIN

FULL STACK SOFTWARE DEVELOPER

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PROFILE

As a former social media manager, I'm no stranger to adapting to rapidly changing technology and am invigorated by the challenge of consistently evaluating how a new tool or feature may create opportunities to transform how a challenge is addressed. My unique ability to identify opportunities to extend solutions beyond one business unit or discipline became my hallmark in many previous roles. More seasoned problem solvers from across the organization helped me appreciate the power of deploying the right tools in the right way to tackle complex business problems.

As my skills began to grow, so did my passion for the technology driving it all. When I discovered web development, I could not imagine doing anything else for the remainder of my career. During my time at NSS, I'm not only gaining the technical skills needed to solve the problems I'm faced with. More importantly, I'm learning how to channel my natural curiosity into business changing solutions to everyday challenges.

INDIVIDUAL PROJECTS

Simplified Supper

Simplified Supper is intended to make meal planning easy, allowing the user to see at a glance what they have coming up so grocery shopping is a breeze. By looking at the meals the user has planned for the week, Simplified Supper provides suggested recipes based on the percentage of ingredients that can be repurposed from your chosen meals.

Tools: React, React Router, JSON Server, Semantic UI for React, Yummly API, React Big Calendar, Moment.js

⚙ https://github.com/kellymorin/simplifiedSupper

EDUCATION SUMMARY

Full Stack Development Bootcamp
Nashville Software School
October 2018 - March 2019

Certified Social and Community Manager
Digital Marketer |2017

Bachelor of Science, Marketing
Clemson University | 2010 - 2013

International Business Management
University of Oxford |Summer 2012

CAREER SUMMARY

Full Stack Software Developer

Nashville Software School |October 2018 - March 2019

Intensive full-time 6-month full-stack software development bootcamp (Python/Django) executed in simulated company environment with Scrum methodology.

- Single-page application development using ES6, Javascript and jQuery modular code bundled with Browserify and utilizing Grunt as a task runner for linting and bundling.
- Individual and group project management through issue tickets and Github projects with version control via Git and Github.
- Application design through whiteboarding dependencies and database planning by building entity relationship diagrams to define data relationships.

Group Projects

Welcome to Nashville: *Find things to do during a day trip to Nashville*
- Responsibilities included working with Meetup API to fetch event data as part of single page Javascript application
- Tools: Javascript, HTML, CSS, Grunt, ESLint, Browserify, JSON Server

Mission Control: *A social dashboard with messaging, events, news, and a to-do list*
- Served as **team lead** for this project and was responsible for regular team status updates and support as needed. Development responsibilities included building out news features that allowed users to post articles and logged in users to edit their owned articles as well as building out the friend functionality allowing users to add other users as friends by clicking on their usernames in the messaging area.
- Tools: Javascript, HTML, CSS, Grunt, ESLint, Browserify, JSON Server, Moment.js, jQuery

Nutshell: *A social dashboard with messaging, events, news, and a to-do list*
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- Tools: React, React Router, JSON Server, Bulma CSS, CSS

Senior Manager, Social Media

ReviveHealth | August 2017 - August 2018

ReviveHealth is a full-service marketing communications agency focused on the intersection of healthcare delivery, finance and innovation. With a unique focus on supporting clients in identifying and solving complex challenges.

- Established agency-wide social media strategy, including product development, sales and execution of all social media projects
- Oversaw the selection and implementation of enterprise social listening software, Tracx
- Worked directly with clients to understand their challenges and developed strategies across a variety of social media platforms including, Facebook, Twitter, LinkedIn, Instagram, Doximity, Sermo, and Figure 1 to support initiatives as part of a broader communication plan
- Responsible for all aspects of client social media projects including quality control, development and deployment and regular internal and external communication
- Implemented comprehensive reporting on key performance indicators for all client projects utilizing Google Data Studio and advised clients on project results and appropriate strategic shifts to better meet their needs

Principal Founder

Orange Blossom Consulting | March 2015 - Present

Orange Blossom Consulting is a digital marketing and social media management agency poised to assist independent publishers reach their fullest potential. Utilizing industry knowledge and customized digital marketing strategy, we help books blossom in a highly crowded market.

- Founded company in 2015, was cash flow positive in less than 6 months
- Consulted with clients to understand their business needs and implement digital engagement tactics that leveraged a combination of paid, organic, influencer, and media strategies to amplify exposure and sales for clients' brands and titles
- On average, clients saw a 100% increase in social media reach, 142% increase in social media engagement, 71% increase in website page views and 99% increase in returning website visitors over a 6 month period

Social Media Program Manager

Churchill Mortgage | September 2016 - August 2017

Churchill Mortgage is a nationwide mortgage company focused on assisting clients in reaching their personal financial goals through a better kind of American Dream, debt-free home ownership.

- Responsible for all owned and paid strategies across Churchill Mortgage's social channels including Facebook, Twitter, Linkedin, Instagram and Yelp
- Organic strategy increased engagement by more the 125% in 6 months
- Developed and implemented employee advocacy program with more than 50% adoption rate

Marketing Coordinator

Ingram Content Group | January 2014 - March 2015

Ingram Content Group is the nation's largest content distribution provider with customers such as Random House, Barnes and Noble and Apple.

- Developed new promotion program for clients of Ingram Publisher Services that created increased visibility for backlist titles
- Managed social and digital media strategy throughout acquisition for Ingram's VitalSource Technologies
- Served as Marketing Intern, Summer 2012 and 2013