Kendra Fitzgerald

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EDUCATION

University of Pennsylvania
March 2023-June 2023
UPenn FullStack Web Development Certificate || **Grade: A**

- Enrolled in a rigorous full-time, intensive full-stack web development bootcamp
- Demonstrated exceptional proficiency in creating diverse front-end, back-end, and full-stack applications
- Acquired extensive knowledge and expertise in cutting-edge web development technologies and frameworks
- Showcased strong collaboration and teamwork skills, working effectively with peers on challenging projects

Tulane University
New Orleans, LA
May 2022
B.A. in Political Science, cum laude || **GPA: 3.8**
Minor in Psychology

- Departmental Honors following completion of Honors Thesis on U.S. Government Psychedelic Therapy Policy
- 5x Dean's List Award Recipient
- Pi Sigma Alpha National Political Science Honors Society

WORK EXPERIENCE

befree Adaptive Clothing
Swampscott, MA
January 2023 – present
TikTok Content Creator

- Produced and edited engaging TikTok content that showcases the features and benefits of adaptive clothing, increasing engagement by >864% in 12 weeks
- Utilized trending music, hashtags, and effects to optimize performance, increasing video views by 797% in 12 weeks
- Analyzed TikTok metrics to continuously improve impact and reach of content, increasing audience reach by >999.99% in 12 weeks

Oh Shoot! Inc.
New Orleans, LA
September 2019-December 2020
Cleaning Branch Executive

- Co-founded a college cleaning start up, 1-800-Elva
- Brokered a sub-contractor agreement with a service scheduling marketplace to drive up revenue
- Processed 100s of appointments and managed a team of 12 cleaners
- Built operational processes and optimized go-to-market strategy
- Served as liaison between clients and various key stakeholders
- Oversaw and assisted in creating end-to-end solutions for operational and technical issues

1-800-Elva
New Orleans, LA
August 2019-December 2020
Co-Founder, Social Media Manager, & Public Relations

- Developed a robust cleaning program and handled high volumes of client relations daily
- Orchestrated deal with Oh Shoot! to expand our company after one month, brought on as only two female executives
- Created niche Instagram content specifically catered towards audience
- Transitioned into more relatable content as platform grew while maintaining authenticity
- Monitored Instagram Analytics to track KPIs; doubled interactions between first and last post
- Worked cross-functionally between client relation, marketing, and technology sectors to create quality deliverable

SKILLS & PROJECTS

Technical Skills
- **Programming Languages:** JavaScript, HTML5, CSS3
- **Frameworks and Libraries:** React, Node JS, Express JS, Handlebars JS, Jest, jQuery, Bootstrap, Bulma.io
- **Databases:** MySQL, MongoDB
- **Version Control:** Git
- **Project Management:** Agile methodologies
- **Other Tools:** Insomnia, MS Office Suite, Google Workspace, Adobe Creative Cloud, Canva, SPSS, Slack

Projects
- Front End App for the Indecisive Eater: https://kendrafitzgerald.github.io/mix-and-fix-recipe-app/
- Full-Stack App College Social Network Blog: https://nexus-college-connections.herokuapp.com/
- Back-End Employee Tracker App with Walk-Through Video: https://github.com/kendrafitzgerald/employee-tracker-app

Soft Skills and Additional Information
- Communication, writing and comprehension, research analysis, data analysis, organization, detail-oriented
- Adaptable, team player, self-starter, empathetic, creative, abstract thinker, problem-solver
- Strong knowledge of human behavior and ability to address issues with a multi-disciplinary approach