

# Kailey Izard

Charlotte, NC ~ Kailey.Izard@gmail.com ~ 704.564.0404

## EDUCATION

### **Tech Talent South**

Completed 8-week code immersion program on Ruby on Rails, HTML, CSS, and JavaScript.

### **University of North Carolina at Chapel Hill**

Graduated December 2013 with Honors

Bachelor of Arts in Global Studies, Entrepreneurship Minor GPA: 3.7 (4.0 scale)

## HONORS

Math II SAT II-800, SAT 2210, AP Math 5, Chemistry 4. Dean's List every semester 2004-2013

Sigma Alpha Lambda Honors Society (2012-2013) Tau Sigma Honors Society (2012-2103)

National Merit Semifinalist (2008) *Paul L. Marrow Award* (2009) for excellence in science and citizenship,

*Edward A. Stanley Award* (2008) for outstanding community service, *The Oval Society* for accumulating 200

hours of Community Service, *Lawrenceville Leadership Conference* (2007)

## EXPERIENCE

### **Freelance Web Developer** (July 2014-Present)

**Student and Independent Contractor** – Tech Talent South, Freelance (July 2014-Present) Full time student in Ruby on Rails, HTML, CSS, and JavaScript code immersion program. Experienced in responsive design, object-oriented design with MVC, and creating and executing solutions to business problems. While enrolled was hired by company to manage paid advertisement, assist with recruitment efforts, and media outreach. After graduation, continue to own media outreach and online paid advertisement to garner interest for courses in Atlanta, Charlotte, Asheville, and Raleigh locations.

- Completed quietgood.org: a custom website for quiet**good**, “an online community to help you discover inspiring people in the real world.”

**Associate Client Services Director** - Three Ships (November 2013-June 2014) Act as the “right hand man” of the Client Services Director (CSD). Assisted in day-to-day operations and help to identify the best ways to help clients in achieving their business models, objectives, and priorities through an actionable digital marketing plan. Worked with the CSD in the development and implementation of the plan for each client, and ensure the on time delivery of services.

- Identified new strategic solutions to add value “above and beyond” what is expected through a variety of means, including: competitor research, piloting new software tools, creating and presenting information on digital trends, and more.
- Created weekly status reports and support the creation of monthly, quarterly, and ad hoc reports.
- Spearheaded strategic social media campaigns for 3 clients, ensuring accurate and thorough representation of their brand. The campaigns are used as a Search Engine Optimization tool to increase visibility of their company to consumers. Daily dayparting and competitor analyses are conducted to create actionable campaign plans.
- Creating Excel-based reports, memos, and presentations for clients by pulling data from Google Analytics, AdWords, and other web tools.
- Creating strategic digital marketing plans for clients, serving their primary goals of increased return-on-investment, increased sales, lower CPAs, lower CPLs, and/or comprehensive brand awareness.
- Ensuring the on-time completion of deliverables to clients. Managing implementation of digital marketing plan from the service order to creation of actionable tasks for Three Ships' analysts.
- Also responsible for review management, updating client websites, creation and analysis of surveys, keyword analysis, quality score improvement plans, and community events.

**Community Outreach Coordinator**-1789 Venture Lab (May-August 2013) Helped build startup incubator from day one. As a member of the management team, was vital part of ground up operations. By the time left had built 30+ relationships with senior members of Chapel Hill community and 15 startups participating in 1789 programming.

- Wrote business plan, mission statement, value proposition, and promotional strategy.
- Led 30+ meetings with CEOs, University Deans, and important business executives
- Hired and supervised community outreach interns
- Organized networking events with potential community partners: Pitch Day, Meet and Greet

## SKILLS

**Computer Skills:** Ruby on Rails, HTML5, CSS3, JavaScript, responsive design, MVC framework, mobile, Google AdWords Certified, Google Analytics, Wordpress, Microsoft Excel, strategic social media