

Kailey Izard

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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)

Quietgood.org: a custom website for quiet**good**, “an online community to help you discover inspiring people in the real world. The site’s application features are mostly not available to public view so that the site owner may update without advanced programming knowledge. Quietgood.org is the best example of my front-end development talents.

- Utilized Ruby on Rails, JavaScript, JQuery, HTML5, CSS3, PostgreSQL, ActionMailer, and Amazon Web Services.
- Highlighted gems include: Carrierwave, devise, fog, mini-magick, aws-sdk, rails_12factor.

Pinteresting-ki.herokuapp.com: Pinterest-like application that exemplifies my abilities as a back-end developer.

- Built using Ruby on Rails, CSS3, HTML5, sqlite3.
- Highlighted gems include: ActiveAdmin, Devise, Carrierwave, Bootstrap, Better Errors, Simple Navigation, rails_12factor and spring.

Kaileyizard.com: My portfolio site. Very minimalistic and built using solely HTML5, CSS3, and JavaScript.

Independent Contractor – Tech Talent South (July 2014-Present) 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.

- Paid Media successes: Increased Clicks 7-fold in 5 weeks, keeping cost about the same, resulting in very low CPCs.

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.

SKILLS

- Also responsible for review management, updating client websites, creation and analysis of surveys, keyword analysis, quality score improvement plans, and community events.

Computer Skills: Ruby on Rails, HTML5, CSS3, JavaScript, responsive design, MVC framework, mobile,

