

KRISTEN BALDWIN

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EDUCATION

DigitalCrafts Houston, TX	Full-Stack Immersive Program, Software Development	May 2018
The University of Texas at Austin Austin, TX	Bachelor of Business Administration, Marketing Minor: Public Relations	December 2013

EXPERIENCE

PG Professional Golf – E-Commerce Coordinator; Sugar Land, TX July 2015 – January 2018

- Developed and managed highly targeted social and paid media ads to drive a minimum 6:1 ROAS on an average monthly spend of \$15,000
- Monitored and logged bugs on website to improve the user experience and tested all hotfixes and releases to ensure no errors persisted
- Implemented front-end changes to website to improve the user experience and clearly showcase current promotions, such as price changes, banner images and page content
- Compiled and analyzed monthly KPI report from data generated within Google Analytics, Google AdWords, ESP and internal sales data to determine marketing tactics to pursue

DMN3 – Account Coordinator; Houston, TX May 2014 – July 2015

- Managed campaign schedules to make certain deadlines were met for seven clients utilizing various channels such as email, digital advertising, print, television and content marketing
- Developed strategy for new projects based on data analysis, competitor research and best practices, and evaluated campaigns on an ongoing basis in order to optimize by implementing A/B testing
- Developed an AdWords campaign by establishing keywords within ad group specific to text ads that clicked through to a relevant landing page and an enticing offer
- Facilitated training sessions to implement a new agency-wide scheduling tool to improve collaboration and efficiencies resulting in a 20% reduction in project turnaround time

PROJECTS

Dental Plan Search – Digital Crafts; Houston, TX March 2018

- Summary: using user form input, returned top four dental plans from an API based on select criteria. Project contained two HTML pages and two API calls.
- My Role: As part of a three-person team, took the lead on design using HTML, CSS and bootstrap. Paid special attention to mobile responsiveness by setting different styling by breakpoints.
- Built With: HTML, CSS, Bootstrap, JavaScript, jQuery, JSON

Blackjack Simulator – Digital Crafts; Houston, TX March 2018

- Summary: created a blackjack simulator using jQuery to update browser with logic results after user selected an action.
- My Role: Working solo, used an object-oriented approach to code similar logic for dealer and player actions.
- Built With: HTML, CSS, JavaScript, jQuery

ADDITIONAL INFORMATION

Front End Skills: HTML, CSS, Bootstrap, JavaScript, jQuery, Node.js, Express.js, Magento

Full Stack Skills: Python, PostgreSQL

Other Skills: Microsoft Office Suite, Google Analytics, Google AdWords, Adobe Creative Suite, Visual Studio Code, GitHub

Work Status: Eligible to work in the U.S. with no restrictions