KRISTEN BALDWIN

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FEATURED PROJECTS

Mo Mowin Mo Money [Houston Hackathon 2018 Winner] – devpost.com/software/m4-mo-mowin-mo-money
• Designed the user flow and created a web app for the Houston Neighborhood Mow Down Program to easily allow civic
  groups to register, claim overgrown lots to maintain, and receive payment from the city
• Utilized React and Bootstrap to create a visually pleasing and robust app at all screen sizes

MLB App – github.com/kristenbaldwin/mlb-app
• Developed a web app showcasing all 30 MLB teams and their 40-man rosters. Also incorporated team location,
  ballpark, and year established information as well as a World Series matchup poll
• Created entire app using React and Redux to manage global state based on data from API fetches

Art Bidder – github.com/kristenbaldwin/Bidder-App
• Created an art auction application to allow users to bid on open lots after logging in and being authenticated utilizing
  HTML, CSS, JavaScript, Node, PostgreSQL, and the Stripe API
• Configured Stripe API to display on a specific route after the lot's bid history and artwork information is pulled from
  the database to properly showcase lots and ensure minimum bids are met

SKILLS

Front End: HTML, CSS, Bootstrap, JavaScript, jQuery, React, Redux
Full Stack: Python, Node.js, Express.js, PostgreSQL, SQL, Magento
Other Skills: Visual Studio Code, GitHub, Microsoft Office Suite, Google Analytics, Google AdWords, Adobe Creative Suite

EXPERIENCE

PG Professional Golf – *E-Commerce Coordinator;* Sugar Land, TX   July 2015 – January 2018
• Monitored and logged bugs on the website for quality assurance and tested all hotfixes and releases to ensure no
  errors persisted
• Implemented front-end changes to the website to improve the user experience and clearly showcase current
  promotions, such as price changes, banner images, and page content
• Compiled and analyzed key performance indicator reports from data generated by Google Analytics, Google AdWords,
  email service provider and internal sales data to determine marketing tactics to pursue
• Created thorough user guides detailing how to utilize the Magento admin panel which are still in use today

DMN3 – *Account Coordinator;* Houston, TX   May 2014 – July 2015
• Planned strategies 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
• Organized 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
• 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

EDUCATION

DigitalCrafts   Full-Stack Immersive Program, Software Development   May 2018
Houston, TX

The University of Texas at Austin   Bachelor of Business Administration, Marketing   December 2013
Austin, TX   Minor: Public Relations