

KRISTEN BALDWIN

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FEATURED PROJECTS

Mo Mowin Mo Money [2018 Houston Hackathon 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

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