# KRISTEN BALDWIN

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## FEATURED PROJECTS

**Dental Plan Search** – github.com/kristenbaldwin/dentalPlanProject
- Designed an application to return top four dental plans from an API based on user form input utilizing HTML, CSS, Bootstrap, JavaScript, jQuery,  and JSON
- Created application design using HTML, CSS, and Bootstrap and paid special attention to mobile responsiveness by setting different styling by breakpoints

**Blackjack Simulator** – github.com/kristenbaldwin/Javascript-Exercises/tree/master/blackjack
- Developed a blackjack game using HTML, CSS, JavaScript, and jQuery to update browser with logic results after the user selected an action
- Utilized an object-oriented approach to code deal, stand, and hit logic for dealer and player actions

## SKILLS

**Front End Skills:** HTML, CSS, Bootstrap, JavaScript, jQuery
**Full Stack Skills:** Python, Node.js, Express.js, Magento
**Database Skills:** PostgreSQL, SQL
**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
- 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

**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
- 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

## 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