

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

May 2018

Houston, TX

Full-Stack Immersive Program, Software Development

The University of Texas at Austin

December 2013

Austin, TX

Bachelor of Business Administration, Marketing

Minor: Public Relations