KRISTEN BALDWIN

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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

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 for quality assurance 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 key performance indicator reports from data generated within Google Analytics, Google AdWords, email service provider 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
• 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
• 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