

TECHNICAL SKILLS

- JavaScript
- SQL
- HTML
- Python
- Figma
- REST APIs
- WordPress
- React
- Next.JS
- CSS
- Django
- CRM Tools
- Git/GitHub
- Adobe Illustrator

- 💡 Stakeholder Communication
- 💡 User-Centered Design
- 💡 Cross-Functional Collaboration

- Product Strategy
- UX/UI Design
- Feature Scoping
- MVP Definition
- Product Roadmapping
- Agile Development

EDUCATION

Full Stack Web Development Bootcamp

Nashville Software School
Mar 2025 – Sept 2025 (Expected)

Relevant Coursework Completed

Nashville State Community College
Microeconomics, Macroeconomics,
Accounting I & II, Statistics

Pick-a-Park | Front-End Capstone 🌐

Tech: React, CSS, NPS.gov API, useEffect, useState

Engineered layered filtering systems that let users explore parks based on real-life criteria—like season, weather feel, and activities—blending intuitive UX with real-time climate data.

Developed modular selection interfaces for campgrounds and park activities powered by external APIs and managed state transitions using React hooks.

Created reusable React components designed to manage preference inputs, ensure dynamic rendering, and support state-driven user flows.

Designed a fully responsive, mobile-friendly layout with custom icons and graphics to enhance visual appeal and UX across devices.

PROFESSIONAL SUMMARY

Product-Focused Developer | Brand Strategist | UX-Centric Problem Solver

Product-minded developer and creative strategist with over a decade of experience building audience-first brands and digital experiences. I bring a unique ability to bridge the gap between user needs, design vision, and technical execution. Trained in full-stack development and skilled in React, Python, and Django, I pair a systems-thinking approach with deep empathy for users. Former business partner and creative director with a track record of growing brands, launching products, and scaling teams. Passionate about building tools that empower creators.

SOFTWARE DEVELOPMENT EXPERIENCE

Software Developer Apprentice
Nashville Software School – Present

Intensive full-time bootcamp focused on modern front-end and back-end development, with hands-on experience building full-stack applications.

- Built responsive single-page applications (SPAs) using JavaScript, React, and modular CSS
- Designed and consumed RESTful APIs using Python, Django, and REST Framework
- Collaborated in Agile-style group projects using Git, GitHub, and issue tracking
- Created dynamic user experiences by integrating external APIs and managing state with React hooks
- Designed wireframes, ERDs, and mockups to guide project planning and UI development

PRODUCT & LEADERSHIP EXPERIENCE

Partner | Creative Director | General Manager
HOTBOX Fitness – Nashville, TN 2012-2025

Helped scale HOTBOX from a boutique studio into one of Nashville's most recognizable fitness brands. Played a key leadership role in building and evolving the product (studio experience), brand identity, and business strategy.

- Led the end-to-end creation of new branded products, from ideation and prototyping to vendor coordination and launch
- Defined brand vision, customer personas, and value propositions to align with user needs and market positioning
- Designed and executed marketing campaigns that exceeded engagement benchmarks and drove revenue
- Developed SOPs and training systems that reduced onboarding time by 50% and improved client experience consistency
- Implemented digital tools and CRM integrations to streamline lead generation and nurture campaigns
- Automated internal reporting tools to support data-informed decision-making across departments
- Managed teams across multiple departments to execute strategic goals