

# Libby You

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<https://github.com/libbyyou> | <https://libbyyou-portfolio.netlify.app>

A self-starting MERN stack developer with a background in digital media and marketing. Experience with being adaptable, team collaboration, written and verbal communication, and analytical thinking.

## SKILLS

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**Technical Skills:** HTML, CSS, Bootstrap, JavaScript, MongoDB, MySQL, Express, Node, JQuery, Handlebars, React, Microsoft Office, WordPress, Google Suite, Google Analytics, Adobe Creative Cloud, Email Marketing, Sales, Blogging, Copywriting

**Soft Skills:** Administration Skills, Communication, Collaboration, Multitasking, Flexibility, Attention to Detail, Customer Service

## PROJECTS

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### WatchTogether

Frontend Developer

<https://github.com/MikeTritsch/watchtogethr> | <https://watchtogethr-aeceae66b60e6.herokuapp.com/>

- Inspired by match-based dating apps, WatchTogether is an application that helps eliminate the debate of what to watch by allowing users to swipe through movies with a partner and matching movies based on the user and their partner's input.
- Created the UI of the application, stylized the application using CSS and CSS frameworks, and collaborated with the backend to connect the frontend to the back.
- HTML/CSS/Bootstrap/JavaScript/MongoDB/Mongoose/Express/React/Node

## EXPERIENCE

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### Publishing Representative — BBTV

Remote

Apr. 2022 - Aug. 2023

- Conducted comprehensive reviews of video content, ensuring accurate, high-quality content ready for publication.
- Stayed informed on the latest social media news and trends, with a focus on Facebook and Snapchat, to develop strategies that enhanced our performance on these platforms.
- Gathered and analyzed video performance data and competitor insights to formulate effective strategies.

### Social Media Coordinator — COBB Grill America

Ennis, TX

Nov. 2020 - Apr. 2022

- Planned and executed social media marketing campaigns aimed to engage potential new customers and retain existing customers.
- Created marketing materials including graphics, displays, and copy for the company's website and newsletter.
- Communicated with customers daily either online, in person, or on the phone in order to answer any questions and address any comments or concerns while providing excellent customer service with a positive and professional attitude.

**Linguistic Tester — Welocalize**

**Houston, TX**

**Apr. 2019 – Oct. 2020**

- Maintained strict confidentiality and privacy practices on projects and with the client.
- Completed and surpassed daily quotas while being highly organized and maintaining an attention to detail and a commitment to quality.
- Displayed an ability to understand and prioritize tasks and issues quickly and efficiently.
- Demonstrated native language skills and cultural awareness of native country through good oral and written communication.

**Marketing Apprentice — Texanerin Baking**

**Remote**

**Jan. 2020 –Apr. 2020**

- Managed social media channels including Facebook, Instagram, and Pinterest using various forms of social media management tools such as Buffer and Planoly.
- Created content by writing blog posts and designing graphics that helped increase page views by 63%.
- Analyzed SEO and competitor blogs to learn what appeals to our audience.
- Researched and interacted with brands that fit with our brand's image in order to gain partnerships.

**Marketing Apprentice — Vickie Gould International, LLC**

**Remote**

**Jan. 2020 –Apr. 2020**

- Set up various email marketing campaigns and social media posts that reached out to thousands of clients.
- Created swipe files and graphics that were used in email and social media marketing.
- Designed WordPress pages for the company's online telesummit events.
- Communicated with speakers and event holders regarding speaking opportunities.

**Social Media Assistant Editor; Social Media Intern — Voy**

**Remote**

**Apr. 2017 –Apr. 2019**

- Post on various social media accounts daily and engage with followers to generate interest and create a prominent social media presence.
- Research trends and user engagement to create effective social media strategy.
- Contribute and produce articles and graphics about study abroad and traveling.

**EDUCATION**

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**University of Texas at Austin**

**Austin, TX**

B.A., International Relations & Global Studies and  
Asian Cultures & Languages; Minor in European Studies

**May 2017**

**GPA: 3.8 (Cumulative)**

**UTA Full Stack Coding Bootcamp**

**December 2023**