

MICHELLE MARTIN

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DEVELOPMENT

Ruby on Rails
Relational Databases
SQL
AJAX & JSON
Git & GitHub
Node



UX/UI DESIGN

JavaScript, ES6
jQuery
Bootstrap
HTML5, CSS3
React
PhotoShop



BUSINESS ACUMEN

Agile Development
SEO & PPC
Facebook Ads
Content Marketing
Team Management
Branding and Copy

EDUCATION

Wyncode Academy
Full-Stack Web
Development, 2018

300+ hours of Immersive web development coursework. Covering **HTML, CSS, JavaScript, jQuery, Ruby on Rails, SQL, Bootstrap, ReactJS, AJAX, API's, Sinatra, Ruby, Agile product development.**

Florida State
University, B.A.
2011 - 2014

Doublle -B.A., English Creative Writing & Humanities
Concentration in literature, critical theory and poetic composition.
Minors in Information Technology & Film.

Professional
Certifications

Digital Marketing Strategist, 2017
Inbound Marketing Strategist, 2017

EXPERIENCE

Echo&Echo&
Marketing
Consultant
2016 - 2018
Mexico City, MX
Miami, FL

- Managed marketing efforts of over 30 brands.
- Pitched, wrote and designed SEO-optimized web content, marketing automation systems and lead flows.
- Managed up to 4 freelance writers at a time, coordinated content schedule and tracked KPI's.

Clic, Inc.
Digital Content
Manager
2014- 2016
Doral, FL.

- Developed marketing automation systems and drip campaigns with custom lead-flows: landing pages and email sequences
- Co-hosted a social media marketing podcast, curated content for podcast marketing efforts.
- Spearheaded email automation initiatives & designed a new package for email & social advertising services.

Zimmerman
Advertising
Content
Coordinator
2013-2014,
Tallahassee, FL.

- Produced daily social media content for brands like Krystal, Wonder Bread, Nature's Own, Tastykake, Hyatt All-Inclusive Hotels, and Homes.com across social channels.
- Designed product images using Adobe Photoshop.
- Lead seasonal content ideation.
- Trained and onboarded new social media strategists.

Internships

- Producer's Assistant -FSU MFA Film School, 2013
- Contributing Journalist- The Last Word FSU, 2012-2014
- Assistant Editor, Poetry, Kudzu Review, 2012-2014

References available upon request.