

MICHELLE MARTIN

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DEVELOPMENT

PHP, Wordpress Custom Theming
Ruby on Rails
REST, SOAP
AJAX & JSON
MVC
Relational Databases
SQL + PHPMYAdmin
Git & GitHub
Webpack
Node
QA

UX/UI DESIGN

Cross-Browser Compatibility
Material Design / Material UI
HTML, CSS, CSS animations
SASS & SCSS
JavaScript/ JQuery , ES6
Bootstrap
Gulp
Prototyping: Sketch & InVision
Custom Email Coding
React, Redux & React Native

BUSINESS ACUMEN

Branding & Audience Research
Marketing Management
SEO & PPC
Agile Development
Content Marketing & Copywriting
Social Media , FB Business Manager
Trello Project Management
Asana Project Management

+1(786) 458-9537 | Miami, FL

Wyncode Academy
Web Development
Bootcamp, 2018

500 hours of Immersive web development coursework, covering web app development from start to finish:
[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

B.A., English Creative Writing & Humanities
Concentration in literary theory, philosophy and poetic composition.
Minors in Information Technology & Film.

Professional
Certifications:

Full-Stack Web Developer, 2018
Digital Marketing Strategist, 2017
Inbound Marketing Strategist, 2017

Web Developer
Buena Vista Digital
June 2018-Current
Miami, FL

- Develop custom websites and web apps from scratch. Build custom Wordpress themes from prototypes using PHP, HTML, SASS, JS, Woocommerce, Shopify API, AJAX, JSON, REST
- Build cross-browser compatible, responsive layouts with Bootstrap, Materialize, MaterialUI, CSS Grid & Flexbox
- Support marketing team with custom lead forms, integrating Salesforce, Google Analytics, MailChimp and Constant Contact
- Lead security and performance optimizations for 15 sites; SSL implementation, performance tracking and QA for new features
- Streamline development with preprocessors and NPM tools like Gulp and the Wordpress Headless API
- Manage, repair & perform backups on SQL database tables using PHPMYAdmin

Marketing Manager,
Freelance (Upwork)
Jan. '16 - Feb '18
Mexico City, MX

- Designed marketing automation systems and custom lead flows for over 30 small businesses
- Pitched, built and tracked SEO-optimized web content,
- Managed multiple small content teams to implement new content strategies and effectively track KPI's

Content Manager
Clic Incorporated
Jan. 2015- May 2016
Miami, FL.

- Managed CMS updates, social media and email campaigns
- Co-hosted a social media marketing podcast
- Spearheaded email automation initiatives & designed a new package for social advertising services

Content Coordinator
Zimmerman Advertising
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.