

# MEKENZIE HAYFORD

[mekenzie.hayford@gmail.com](mailto:mekenzie.hayford@gmail.com) | c: (253) 377-2501 | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

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Driven Software Engineer who brings creative problem solving and technical skills to fast paced workplaces focused on solving challenging programming problems. With a background in marketing and customer service I am passionate about collaborating with many different teams and clients.

## SKILLS

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HTML	DOM	POSTGRESQL
CSS	RUBY ON RAILS	GIT
JAVASCRIPT	SQL	GIT ENTERPRISE
NODE.JS	EXPRESS	
REACT	MONGODB	

## RELEVANT EXPERIENCE

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### Software Engineer

General Assembly | Oct. 2020 – Feb 2021

Applied skills in fullstack, databases, and Git in a 500-hour full-time course. Developed a portfolio of projects:

- Happy Cabbage Gifts - An e-commerce application for a small gifting business using React, Ruby on Rails, and Bootstrap.
- Recollection - A memory matching game using HTML, CSS, and JAVASCRIPT to be played using the DOM.
- Cocktail Application - An application to store your favorite cocktail recipes and make a shopping list with an individual ingredient. It is a working full-stack application, built using the MERN stack: Node.js, Mongoose, Express and React, a model with full CRUD, and authorization using jwt including sign up/login functionality, with encrypted passwords & an authorization flow.
- Insta Inspire - As a group the goal was to build a simple CRUD app with Ruby on Rails on the back-end and React on the front-end. The back-end being my main focus.
- Portfolio - full MERN stack application to showcase projects created throughout the bootcamp with commenting capabilities.

### Marketing Assistant

Happy Cabbage | Chicago, IL | July 2019 – Present

Helped launch a small gifting business with a Squarespace website, content creation, and marketing strategy.

- Design marketing strategies for organic and paid growth using Facebook and Instagram.
- Created and maintained an ecommerce website using Squarespace.
- Produce social media plans for daily and weekly posting.

### Marketing Project Manager - Corporate

Basecamp Franchising | Salt Lake City, UT | Oct. 2018 – May 2019

Led development of 2019 marketing communication planning for Kid to Kid and Uptown Cheapskate franchises.

- Worked with a team to develop a 12-month plan to promote brand consistency and franchise success.
- Organized meetings, managed timelines, and provided updates to executives.
- Analyzed and interpreted data to implement strategies, optimize marketing campaigns and increase sales.

### Marketing Account Manager – Kid to Kid and Uptown Cheapskate

Basecamp Franchising | Salt Lake City, UT | Jan. 2018 – May 2019

Executed digital and print marketing campaigns for over 50 retail stores.

- Created promotional content and implemented multi-channel marketing plans.
- Designed social media content calendars for clients to follow daily posts.
- Evaluated the success of digital ads through A/B testing and analyzed results to guide promotional efforts.
- Created HTML wireframes for email campaigns.

## EDUCATION

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B.A. – Studio Art & Technology  
Purdue University