

MICHELLE MARTIN

FULL-STACK DEVELOPER | ECOMMERCE | MARKETING

WORK HISTORY

Web Developer

BETTY DAIN CREATIONS | FEB '19 TO PRESENT

- Develop & update responsive Shopify eCommerce storefronts
- Build custom layouts in Liquid, JavaScript, CSS, and HTML
- Create compelling campaigns, product copy, press releases, deal sheets and presentation notes across 7 brands
- Track and formally present KPI's to sales and marketing
- Increased online revenue for Colortrak.com by 260% since launch

Web Developer

BUENA VISTA DIGITAL PARTNERS | JUNE '18- FEB '19

- Developed custom Wordpress themes and prototypes using PHP, HTML, SASS, JS, Shopify API, AJAX, JSON
- Built cross-browser compatible, responsive layouts with Bootstrap, CSS Grid and Flexbox
- Lead security and performance optimizations; SSL implementation, performance tracking and QA for new sites
- Managed, repair and perform backups on SQL database tables using PHPMyAdmin

Marketing Manager

FULL-TIME FREELANCE | JAN '16- FEB '18

- Top-Rated Freelancer Status with 100% Success Rate
- Designed marketing automation systems and lead flows
- Wrote and negotiated proposals for marketing packages
- Lead multiple small teams to create and publish content.
- Pitched, created and tracked content strategies: SEO-optimized articles, infographics

Content Manager

CLIC INC. | JAN. '15- MAY '16

- Managed CMS updates, social media and email campaigns
- Co-hosted a social media marketing podcast
- Spearheaded email automation initiative
- Designed a new package for generating revenue through FB ads

Content Coordinator

ZIMMERMAN ADVERTISING | JUNE '18- FEB '19

- Managed and designed social media content for major accounts, including Krystal, Wonder Bread, Nature's Own, Tastykake, Hyatt All-Inclusive
- Designed product images using Adobe Photoshop and InDesign
- Coordinated seasonal content campaign ideation across multiple departments
- Trained and onboarded new social media strategists

ACADEMIC BACKGROUND

FLORIDA STATE UNIVERSITY

BACHELOR OF ARTS IN ENGLISH & HUMANITIES, 2014

- Assistant editor, Kudzu Review
- Journalist, The Last Word FSU
- Producer's Assistant, FSU Film School

WYNCODE ACADEMY

Intensive coding bootcamp with over 500 hours of full-stack web development training

- Pitch Night June 2018 winning final project

CERTIFICATIONS

- Full-Stack Web Developer (Wyncode Academy)
- Social Community Manager (Digital Marketer)
- Content Strategist (Digital Marketer)
- Inbound Marketer (HubSpot)

SKILLS

PROGRAMMING:

Liquid, Shopify Theming - JS/ jQuery -oAuth, User Logins and Security - PHP / Wordpress Theming - SQL - PHPMyAdmin - AJAX Requests, JSON - Git, GitHub & Bitbucket Versioning - QA, Unit Testing, API Integration

MARKETING:

Copywriting - InDesign & Photoshop - Branding & UX Research - Marketing Strategy - PPC & SEO - Agile Development - Content Marketing - Team Management - Social Media - Surveys & Feedback Design

UX/UI:

Cross-Browser Compatibility - Responsive Layouts - AdobeCC design suite - HTML, CSS & CSS Grid - JSX & ES6 - SASS, LESS & Gulp - Bootstrap, Materialize & MaterialUI - PSD-to-HTML Email Templates- CSS Animations - Three.js

CONTACT

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