HI, I'M MICHELLE MARTIN

WEB DEVELOPER | E-COMMERCE GROWTH-HACKER

PROFILE SUMMARY

Full-Stack Web Developer with a focus on clean, fast and energetic frontend e-commerce layouts and a strong background in digital marketing. Friendly, well-read, and a joy to work with.

CERTIFICATIONS AND AWARDS

- 1st Place Web App in the Wyncode Final Project Competition
- Full-Stack Web Developer (Wyncode Academy)
- Social Community Manager + Content Strategist (Digital Marketer)
- Inbound Marketer (HubSpot)
- Google Shopping Ads Certified

PROFESSIONAL SKILLS

- Responsive Mobile-Friendly Layouts
- HTML, CSS, SASS & CSS Grid
- Javascript, JSX & ES6
- Shopify Liquid Templating, WooCommerce
- Bootstrap, Materialize & MaterialUI
- PSD-to-HTML Email Templates
- CSS Animations
- Digital Marketing - PPC & Automation Campaigns
- ATOM, Git GitHub Versioning
- SQL, PHPMyAdmin
- JSON, AJAX Requests & API Integrations

LET'S WORK TOGETHER!

Cellphone: (786) 458-9547
Email: martin.michelleann@gmail.com
GitHub: github.com/martin6724
LinkedIn: in/michelleannmartin

EDUCATION

Full Stack Web Developer | Wyncode, 2018

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

B.A. English & Humanities | Florida State University, 2014

Concentration in Creative Writing- Poetry and Prose, Minor in Information Technology

EXPERIENCE

Web Developer | Shopify

Betty Dain Creations | Feb '19 to present

- Developed dynamic responsive Shopify eCommerce shop experiences
- Implemented custom layouts in Liquid, javaScript, CSS, and HTML
- Instituted new digital branding with compelling campaign ideas, product copy, press releases, and automations across 7 brands
- Analyzed & presented KPI's to sales and marketing
- Increased online revenue for Colortrak.com by 360% since launch

Web Developer | Wordpress & Email

Buena Vista Digital Partners | Jun '18- Feb '19

- Coded fully customized layouts from Adobe designs
- Developed custom Wordpress themes and prototypes using PHP, HTML, SASS, JS, Shopify API, AJAX, JSON
- Optimized cross-browser compatible, responsive layouts with Bootstrap, CSS Grid and Flexbox
- Spearheaded security and performance optimizations; SSL implementation, performance tracking and QA for new sites

Marketing Manager

Freelance via Upwork | Nov '15- Feb '18

- Top-Rated Freelancer on Upwork with 100% Success Rate
- Designed marketing automation systems and lead flows
- Wrote and negotiated proposals for marketing packages
- Lead multiple content teams to fast-track digital campaigns.
- Pitched, created and tracked content strategies: SEO-optimized articles, infographics
- Generated revenue for over 15 businesses and 8 long-term clients as I travelled Central America.

Content Manager

Clic Inc. | Feb '15- May '16

- Managed CMS updates, social media and email campaigns
- Co-hosted a social media marketing podcast
- Spearheaded new email automation and social media ad products at an established SEO agency
- Generated leads and revenue for over 100 brands through automated campaigns, digital content and PPC

Content Coordinator

Zimmerman Advertising | Feb '14- Oct '14

- Managed and designed social media content for major accounts, including Krystal, Wonder Bread, Nature's Own, Tastykake, Hyatt
- Coordinated seasonal content campaign ideation across multiple departments