

Nicole Franklin

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TECHNICAL SKILLS

Languages: HTML5, CSS, JavaScript, jQuery

Applications: GitHub, MySQL, MongoDB, Mongoose

Tools: React.js, Bootstrap, Handlebars, Express, Node.js

PROJECTS

Movement Mapper | <https://github.com/saghar-b/Movement-Mapper-Frontend> | <https://movementmapper-front.herokuapp.com/>

Project Manager and Frontend

- Fitness app used to build, track, and invite friends to fitness challenges
- Tools/Languages: React, Express, MySQL, Bcrypt, Heroku

The Planter | <https://github.com/ncfranklin14/the-planter> | <https://secret-waters-02737.herokuapp.com/login>

Git Manager, Frontend, Backend

- Communal blog used to crowdsource names for plants by enabling users to share plant photos and stories
- Tools/Languages: Handlebars, MySQL, Cloudinary, JavaScript, Node.js

Socializer | <https://github.com/anoorishad/Socializer> | <https://anoorishad.github.io/Socializer/>

Project Manager, Frontend, Backend

- Event planner app used to help users choose recipes and beverages based on the theme of the event
- Tools/Languages: HTML, CSS, JavaScript, Materialize, jQuery, API

PROFESSIONAL EXPERIENCE

Limeade

Bellevue, WA

Customer Marketing Manager

June 2019 - February 2021

- Built strategic account plans that drove customer upsell, expansion and retention ultimately contributing to \$4.7M in upsell revenue and 97% NRR in 2019
- Drove webinar communications influencing over 84% of upsell opportunities in H1 2020 contributing to \$2.7M of attributed CARR
- Owned launch and onboarding of Customer Team onto Sales Enablement tool (SalesLoft)
- Enabled Customer Team with email campaigns to drive scalable communications with customers
- Created and drove direct mail campaigns reaching over 210 key customers

Partner Channel Manager

September 2018 - June 2019

- Established Partner Sales Enablement program to educate on business differentiators and field support
- Trained and enabled over 50 field employees on partner value, differentiators, and GTM strategy
- Evaluated partner market and presented business case for the optimal vendor partner options
- Developed tailored strategies for 5 partner accounts which included relationship mapping, event planning, tracking of meetings, outcomes, and approach to advance efforts in the field
- Owned relationship with product team to handle 3rd party API integration

Sr Sales Development Representative

February 2016 - September 2018

- Drove outbound lead generation and qualified all new leads through discovery conversations, industry research and strategic communication creating 70 new opportunities in one year
- Developed and implemented first Account Based Marketing initiatives

EDUCATION

University of Washington, Seattle
Certificate, Full Stack Web Development

June 2022

Claremont McKenna College, Claremont
Bachelor's Degree, Psychology

May 2014