

Nicole Franklin

Full Stack Developer with a strong passion for learning and go-getter mentality. I am a team-oriented individual that is strong at communicating and collaborating with others. My experience has driven me to want to create user-friendly applications to solve customer problems.

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<https://www.linkedin.com/in/nicole-franklin-8a6001a1/> | Github:
<https://github.com/ncfranklin14> | Portfolio: <https://ncfreactportfolio.herokuapp.com/>

Projects

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

Project Manager and Front-end

- Build and track fitness challenges
- Full CRUD application used to create, invite friends and track fitness challenges. I was responsible for project management and front-end development.
- Tools/Languages: React, Express, MySQL, Bcrypt, Heroku

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

Git Manager, Front-end, Back-end

- Communal blog used to crowdsource names for plants
- Users are able to share photos and stories of their plants. Comment and “add “likes” for naming suggestions. I was responsible for managing the repo and focused on building the front-end and back-end of the application.
- Tools/Languages: Handlebars, MySQL, Cloudinary, JavaScript, NodeJS

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

Project Manager, Front-end, Back-end

- Event planner app
- The event planner helps you choose recipes and beverages based on the theme of your event. I was responsible for project management and working on front-end and back-end functionality.
- Tools/Languages: HTML, CSS, JavaScript, Materialize, jQuery, API integration

Professional Experience

Limeade

June 2019 - February 2021

Customer Marketing Manager
Bellevue, WA

- Built strategic account plans rooted in research that drove customer upsell, expansion and retention ultimately contributing to \$4.7M in upsell revenue and 97% NRR in 2019

- Successfully 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

September 2018 - June 2019

Partner Channel Manager

- Established a Partner Sales Enablement program to consistently and efficiently educate partners on Limeade, 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 next steps to advance efforts in the field
- Owned relationship with product team to handle 3rd party API integration

February 2016 - September 2018

Sr Sales Development Representative

- Drove outbound lead generation and qualified all new leads through discovery conversations, industry research and strategic communication creating 70 new opportunities in one year
- Collaborated closely with Marketing team to develop and implement first Account Based Marketing initiatives
- Constantly communicated with and managed pipeline between one RVP and two sales directors
- Monthly strategic sessions with Executive team to build targeted outreach plans for top accounts

TECHNICAL SKILLS |

Frontend: *HTML5, CSS, jQuery, JavaScript, Bootstrap, ReactJS, Handlebars*
 Backend: *MySQL, MongoDB, Express, NodeJS, Git*

Education

University of Washington, Seattle
 Certificate, Full Stack Web Development

June 2022

Claremont McKenna College, Claremont
 Bachelor's Degree, Psychology

May 2014