

# Nicole Franklin

ncfranklin14@gmail.com | (425)-736-9165 | Seattle, WA

LinkedIn: [/nicolecfranklin](#) | GitHub: [/ncfranklin14](#) | Portfolio: [/ncfreactportfolio.herokuapp.com](#)

## TECHNICAL SKILLS

---

**Languages:** HTML5, CSS, JavaScript, jQuery

**Applications:** GitHub, MySQL, MongoDB, Mongoose

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

## 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: HTML5, CSS, JavaScript, Materialize, jQuery, third-party 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 optimal vendor partner options
- Developed tailored strategies for 5 partner accounts which included relationship mapping, event planning, tracking outcomes, and establishing an approach to advance efforts in the field
- Owned relationship with product team to handle third-party API integration

*Senior 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*