Nicole Franklin

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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, bycrypt, 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

2U
Front-End Web Development Teaching Assistant   *November 2022 - Present*
- Assist students in learning HTML5, CSS3, JavaScript, jQuery, React.js, Node.js in a coding bootcamp

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   *June 2022*
Certificate, Full Stack Web Development

Claremont McKenna College, Claremont   *May 2014*
Bachelor's Degree, Psychology