

Nicole J. Stark

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EDUCATION

University of Wisconsin

Certificate: Full Stack Web Development Bootcamp

May 2023-November 2023

University of Wisconsin-Madison

Madison, WI

Degree: Bachelor of Business Administration

September 2018 - May 2022

Majors: Marketing and Management

Skills & Passions

JavaScript, NodeJS, ReactJS, jQuery, ExpressJS, Jest, SQL, MySql, Sequelize, NoSQL, Object-Oriented Programming, Handlebars, HTML/CSS, Visual Studio Code, Git, Microsoft Excel, Adobe Dreamweaver, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign

Relevant Projects

CareerCraft Resume Builder - Full Stack Application

ExpressJS, NodeJS, MySQL2, Sequelize, Bcrypt, PDFmake, Handlebars, HTML, CSS

September 2023

- Provide a simple template for users to generate and download a resume
- Create a clean frontend to allow users to easily make an account and view and comment on other users' resumes
- Utilize RESTful APIs and CRUD methodology to allow users to edit their personal profile

MyCookbook - Full Stack Application

ExpressJS, NodeJS, MySQL2, Sequelize, Bcrypt, PDFmake, Handlebars, HTML, CSS

September 2023

- Utilize RESTful APIs and CRUD methodology to construct an ingredient-to-recipe web application that allows users to access 5+ recipes
- Allow users to create an account and add their own recipes that will automatically save to their account for easy viewing and download

WORK EXPERIENCE

Landmark Golf Course Products

Muskego, WI

Marketing Director

October 2022 - Present

- Build and maintain two frontend web applications using HTML, CSS and JavaScript
- Increase website traffic by over 100% on two websites by utilizing SEO keywords within the code
- Design and maintain two catalogs using Adobe software to increase sales by over 10%
- Plan and manage all trade shows attended by the company to generate new leads for the sales team
- Oversee email, print, and web advertising to ensure accurate representation of the company to potential customers

Sub-Zero Co.

Madison, WI

Marketing Intern

January 2021 - May 2022

- Conduct meetings with the Video Media team to schedule and shoot live product training videos to increase social media engagement by 15%
- Create social media analytic trackers in Excel to increase follower counts by over 20%
- Write copy for new products to ensure key features are represented accurately on the website and within literature