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

Technical Skills

Front End: JavaScript, jQuery, ReactJS, Apollo Client, Handlebars, HTML, CSS

Back End: NodeJS, ExpressJS, GraphQL, Apollo Server, SQL, MySql, Sequelize, MongoDB

Developer Tools: Git, Visual Studio Code, Object-Oriented Programming, Jest, Microsoft Excel, Adobe Suite

Relevant Projects

Scripts - MERN Stack Application

ReactJS, Apollo, GraphQL, MongoDB, ExpressJS, NodeJS, Chakra UI, Cloudinary, CSS   *November 2023*

- Employ MERN stack to construct a social media application tailored to developers that allows users to network and interact with one another
- Construct a clean frontend to allow users to easily make an account to like and comment on other posts
- Utilize CRUD methodology to allow users to easily edit their personal profile

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, Handlebars, HTML, CSS   *September 2023*

- Utilize RESTful APIs and CRUD methodology to construct an ingredient-to-recipe web application that allows users to access 500+ 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 inside and outside 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