PAIGE E. NIEDRINGHAUS

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PROFILE SUMMARY & FEATURED PROJECTS

- ► Driven **Full Stack Web Developer** with an ideal blend of academic achievement and real-world career development. Experience includes exposure to basic and advanced front-end web development, and working with both the MEAN and LAMP stack.

- ► **Zombiez: The Game** – zombie survival game built using HTML5, CSS3, JavaScript, jQuery & the Leaflet API
    - o Repo: https://github.com/paigen11/frontend-project   Demo: TBD
    - o Week-long project with a scrum team of four devs using agile development methodologies. Conceived of and built a game where zombies attacked Atlanta and players had to keep them from reaching the city center as long as possible to survive.
    - o Obstacles included moving randomly placed zombies towards the map center. This was solved using a Leaflet plugin taking the zombies coordinates and the map center coordinates and moving them along a polyline toward the center.

- ► **40 Most Populous Cities** – map of 40 US cities using HTML5, CSS3, JavaScript, AngularJS & Google Maps API
    - o Repo: https://github.com/paigen11/google-maps   Demo: TBD
    - o A Google Maps API-based site where users can get information on each city, driving directions between two cities, zoom in to the city's center and choose from a long list of points of interest to display in each city using AngularJS.
    - o Issues included getting driving directions to display correctly, which was later discovered to be a bug within Google's code from using "Roboto" instead of a more universal font.

- ► **Weather Widget** – weather app built on HTML5's canvas, CSS3, JavaScript, jQuery & the Open Weather Map API
    - o Repo: https://github.com/paigen11/weather-widget   Demo: TBD
    - o Users type in any city in the world and get back the current temperature and conditions plus a five-day forecast, and the background for the site updates dynamically depending on the weather conditions
    - o Challenges included drawing the thermometer on the canvas then updating the temperature inside it each time a new city was called. This was overcome by clearing the thermometer body portion of the canvas only each time before redrawing the new temp within it.

- ► **Blackjack** – blackjack card game using Bootstrap, HTML5, CSS3, JavaScript and jQuery
    - o Repo: https://github.com/paigen11/blackjack   Demo: TBD
    - o Blackjack game styled with Bootstrap and using JavaScript and jQuery to bet, randomly shuffle a deck, deal cards and determine if the player or dealer had won. The money in the bank was increased or not depending on the outcome of each hand.

EXPERIENCE

FORTYFOUR	**Atlanta, GA**
Marketing Associate	7 / 2015 – 7/2016

- • Main clients: American Cancer Society, Coca-Cola, The Portrait Studio of Asheville
- • Led ACS social campaign for Giving Tuesday, resulting in 70% year over year donation increase on 12/01.
- • Created new social strategy for entire American Cancer Society for the next three years.
- • Promoted new photography studio in Asheville, NC & grew Facebook presence to over 700 fans in two months.

MOXIE (FORMERLY ENGAUGE)   **Atlanta, GA**
   Content Strategy Coordinator   3 / 2014 – 7 / 2015
- Clients included: Verizon Wireless, Coca-Cola, Chick fil A, Nike, Food Lion and Verizon Enterprise Solutions.
- Put together multi-channel content strategies, including vendor, influencer and paid media recommendations for specific clients to generate the best results for outlined KPIs.
- Analyzed research and past results to provide data-driven, channel strategies meeting clients' evolving goals.
- Managed social community engagement for high profile clients across social networks.

   Account Coordinator   3 / 2013 – 3 / 2014
- Clients included: Cisco, UPS, Wells Fargo, Verizon Enterprise Solutions & Logitech.
- Ran weekly internal / external meetings, discussing project timelines & budgets, deliverables and new opportunities, & ensuring feedback was clearly communicated to all teams.

REACHLOCAL   **Atlanta, GA**
   Account Manager   9 / 2011 – 3 / 2013
- Responsible for consultant's book of 40+ advertisers (over $1MM per year in billings) – served as point of contact for advertisers' questions & concerns.

EDUCATION

DIGITALCRAFTS	EMORY UNIVERSITY – 3.53 cumulative GPA
16-week immersive full stack web dev bootcamp	**BBA**, *Marketing, Management. & Intl. Business*
(11/2016 graduation expected)	**(**5 / 2011, German Minor**)**

ORGANIZATIONAL LEADERSHIP / INVOLVEMENT

PYLADIESATL – **Atlanta, GA**
Member (Spring 2016 – present)

WOMEN WHO CODE ATLANTA – **Atlanta, GA**
Member (Spring 2016 – present)

AMERICAN MARKETING ASSOCIATION / EMORY CHAPTER – **Atlanta, GA**
Co-Founder & President (Spring 2009**)**

GOIZUETA MARKETING CLUB – **Atlanta, GA**
Creative Chair (Fall 2009 – Spring 2010)

GOIZUETA INTERNATIONAL NETWORK – **Atlanta, GA**
Executive Member (Fall 2010 – Spring 2011**)**

References Available Upon Request