

# 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
  - Repo: <https://github.com/paigen11/frontend-project> Demo: <http://paigeniedringhaus.com/zombiezGame/>
  - Week-long project with a scrum team of four devs using agile development methodologies. Conceived 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.
  - 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
  - Repo: <https://github.com/paigen11/google-maps> Demo: <http://paigeniedringhaus.com/googleMaps/>
  - 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.
  - 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
  - Repo: <https://github.com/paigen11/weather-widget> Demo: <http://paigeniedringhaus.com/weatherApp/>
  - 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
  - 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
  - Repo: <https://github.com/paigen11/blackjack> Demo: <http://paigeniedringhaus.com/blackjack/>
  - 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.

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## 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 16-week immersive full stack web development boot camp (11/2016 graduation expected )	EMORY UNIVERSITY 3.53 cumulative GPA <b>BBA, Marketing, Management. &amp; Intl. Business</b> (5 / 2011, German Minor)	HONG KONG UNIV. OF SCIENCE & TECHNOLOGY <b>Exchange Student,</b> <i>Business Program</i> (Spring 2010)
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**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*