Paige E. Niedringhaus PaigeN11@gmail.com

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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: TBD
  + 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.
  + 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: TBD
  + 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: TBD
  + 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: TBD
  + 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.

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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

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| --- | --- | --- |
| DigitalCrafts  16-week immersive full stack web dev bootcamp  (11/2016 graduation expected ) |  | Emory University – 3.53 cumulative GPA  **BBA**, *Marketing, Management. & Intl. Business*  **(**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*