SHELBY ANDERSEN

Phone: (912) 270-2539 | **Email**: hello@shelbyandersen.dev| **Location**: Charleston, SC 29414
LinkedIn: https://www.linkedin.com/in/shelby-andersen-71b99784/
Portfolio: shelbyandersen.dev **GitHub**: https://github.com/shelbyandersen

Junior Developer utilizing four years of experience as an eCommerce Manager to build a user-friendly experience on the web. Passionate about problem-solving, and implementing mobile-first designs that are easy for the user to navigate. Excited to provide perspective by leveraging my eCommerce and marketing experience and implement quality efficient results.

TECHNICAL SKILLS

Languages: JavaScript ES6+, CSS3, HTML5, SQL, NoSQL
Applications: GitHub, MongoDB, MySQL
Tools: Express, React, Node, Handlebars, Bootstrap

PROJECTS

On-Track App | GitHub: /shelbyandersen/on-track |Deployed Link: /on-track-app
- Summary: On-Track is an application to enforce positive behavior in school and to help keep students motivated while working remotely.
- Role: Design, Front-End, and Back-end
- Tools: CSS, JavaScript, Materialize, GoogleFonts, Photoshop, React, Node, Express, MongoDB

Free From All | GitHub: /shelbyandersen/free-from-all |Deployed Link: /free-from-all
- Summary: Allows users to input their current location & search for the makeup type, brand, and toxin-free requirements that they are looking for.
- Role: Front End Team
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Photoshop

WeatherApp |GitHub: /shelbyandersen/weather-dashboard |Deployed Link: /weather-dashboard
- Summary: Weather app that provides current and future weather forecasts in cities.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Font Awesome

Burger App |GitHub: /shelbyandersen/burger-app |Deployed Link: /burger-app
- Summary: Weather app that provides current and future weather forecasts in cities.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Font Awesome

EXPERIENCE

Charleston Wrap   **2017-Present**
eCommerce Manager   Walterboro, SC

Responsible for daily management and yearly improvement of the Charleston Wrap lead generation website and online store.

- Manage improvements for user experience on the online store resulting in 30% growth over the previous year.
- Coordinate marketing efforts across the Charleston Wrap Fundraising brand. Initiatives include geographical targeting, A/B testing, email campaigns, SEO strategy, creating landing pages, and PPC campaigns.
- QA website functionality, custom development, and mobile responsiveness across multiple browsers. Troubleshoot as needed.
- Oversee 5000+ SKU'S part of the product base on the eCommerce platform.

Fleet Feet   **2015-2017**
Marketing Coordinator   Charleston, SC

Managed content and appearance for the Fleet Feet Mount Pleasant & Summerville's website in addition to promoting store events, products, and training programs.

- Managed stores biweekly newsletter, reaching 10,000 customers part of the digital base
- Coordinated and managed all marketing materials for Fleet Feet including social media channels, flyers, event promotion, blog material, press releases, advertising, and SEO strategy
- Implemented a digital marketing strategy designed to target new customers, resulting in 27% customer retention over the course of 9 months
- Executed a marketing strategy for Global Running Day, resulting in 200 runners joining us for the event and raising over $5000 for local nonprofits in the Charleston community

EDUCATION

Certificate, Full Stack Web Development – Georgia Tech   Atlanta, GA
Certificate, Web Design – Trident Technical College   Charleston, SC
Bachelor of Science, Health Promotion – University of Georgia   Athens, GA