

SHELBY ANDERSEN

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LinkedIn: <https://www.linkedin.com/in/shelby-andersen-71b99784/>

Portfolio: shelbyandersen.dev **GitHub:** <https://github.com/shelbyandersen>

Web 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](https://github.com/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](https://github.com/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](https://github.com/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](https://github.com/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 eCommerce Manager

2017-Present
Walterboro, SC

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

- Managed the design, data migration, and platform change for the Charleston Wrap online store:
 - Platform: Big Commerce (migrated from Volusion) <https://shopcharlestonwrap.com/>
 - Languages: HTML, CSS, and JavaScript
- Developed a redesign of Charleston Wrap's lead generation site:
 - Platform: WordPress <https://www.charlestonwrap.com/>
 - Languages: HTML, CSS, and JavaScript
- Manage improvements for user experience on the online store resulting in 60% growth over the previous year (30% previously)
- 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 Marketing Coordinator

2015-2017
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.

- Oversaw website updates including blog posts, updated training program information, store events, and store information (utilized a CMS platform, HTML, and CSS).
- 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
Certificate, Web Design – Trident Technical College
Bachelor of Science, Health Promotion – University of Georgia

Atlanta, GA
Charleston, SC
Athens, GA