

Shannon M. Kelly

Collierville, TN

shmariekelly@gmail.com
www.linkedin.com/in/shannonmk/
(901)303-1775

WORK EXPERIENCE

Part-Time Volunteer Web Developer

March 2019 – Present

ScrimNabs: e-Sports Scrimmage Bot

Remote

- Design and develop all user-facing features of the website within a Django framework.
- Work with the bot developer to utilize the remote bot database via SQL.
- Debug and fix issues as they arise. Collaborate via git version control.
- Maintain user experience across all platforms with cross-browser compatibility checks.

E-Commerce Marketing Assistant

September 2018 – Present

Grandview Gallery: Wholesale and e-Commerce Lighting

Memphis, TN

- Coordinate resources to produce professional e-commerce product listings.
- Write all product and SEO content according to internal branding standards.
- Monitor online reviews and respond to customer feedback and questions.
- Supervise the interdepartmental replacement parts process for all marketplaces.

Brand and Growth Manager

March 2016 – October 2016

Feather: Home Care Matching Application

Memphis, TN / Remote

- Oversaw and implemented creative work, such as printed materials, front-end development, landing pages, email campaigns, and other related efforts.
- Managed AdWords campaigns, keyword bids, budgets, impressions, and other metrics.
- Designed guidelines for brand cohesion that resonated with users and drove growth.

Front-End Developer and Creative Writer

August 2015 – October 2016

Feather: Home Care Matching Application

Memphis, TN / Remote

- Built a company's website and application front-end experience from scratch.
- Collaborated with developers and managers to complete user stories and sprints
- Tested code with an emphasis on cross-browser and cross-device compatibility.
- Continually optimized front-end experience. Built and honed landing pages and emails.
- Created content for all communication touch points in order to increase product adoption.

EDUCATION

University of Memphis • May 2015

B.A. English/Creative Writing; Minors in Computer Science, Management, and Japanese, 3.91

SKILLS

Front-End Development; Web Development; Web Design; HTML/HTML5; CSS/CSS3; JavaScript; jQuery; Bootstrap; Sass; Haml; OOP; Java; Git; GitHub; Ruby; Ruby on Rails; Django; Command Line; SQL; Linux; Photoshop; Microsoft Suite; Excel; SEO/SEM; landing pages; Email Design and Development; copywriting; graphic design; brand development; e-commerce; research and analysis; problem solving; communication; time-management; self-motivation; teamwork

You can find examples of my work here:

<https://shmariekelly.github.io/>