

SARAH KERR

Highly motivated, full-stack web developer seeking a challenging and engaging role developing efficient and highly-optimized coding solutions.

JOB EXPERIENCE

Marketing Analyst

ALLYALIGN HEALTH | JULY 2019 - PRESENT

- Serve as the primary point of contact for six of AllyAlign's 13 partners in the creation and maintenance of digital and print marketing materials designed to engage potential new members or partners and retain existing ones.
- Work with AllyAlign's executive team to measure, track, and improve the company's key internal growth metrics and use data to inform decisions about expansion opportunities, such opening a health clinic within one of our partnered facilities .
- Manage web developers, graphic designers, and other outsourced vendors to ensure on-time and accurate delivery of key marketing deliverables to plans and their representatives nationwide.

Owner and Digital Campaign Director

HALOGEN BRANDS | OCTOBER 2016 - JULY 2019

- Assisted in the inception, development, and management of a marketing startup. Duties included brand creation, development value proposition and pricing models, and project management and execution.
- Built strategic, individualized, and targeted digital marketing campaigns to meet clients' business goals. Interpreted quantitative and qualitative data on an ongoing basis to inform adjustments to and/or additions to clients' initiatives.
- Technical responsibilities included web development, Google AdWords campaign creation and management, social media management and advertising, and email marketing.

Brand Manager

ONE SOUTH REALTY GROUP | MAY 2015 - OCTOBER 2016

- Maintained company web presence through the continual upkeep of online platforms, focusing on both web functionality and aesthetic appeal to deliver quality content and strengthen brand recognition.
- Planned, designed, and maintained Google Adwords and remarketing campaigns, including content development, strategic targeting, and ongoing adjustments based on performance analytics.

EDUCATION & TRAINING

Trilogy Education Full-Stack Coding Bootcamp, May - November 2020

- Enrolled in a 24-week, intensive coding bootcamp designed to immerse students in a full suite of coding languages and skills, including HTML5, CSS3, JavaScript, jQuery, Express.js, React.js, Node.js, MongoDB, MySQL and Sequelize, Git, and more.
- Achieved an "A" grade, composed of weekly development assignments and projects designed to further refine skills outside of class time and gain actionable experience designing and deploying complex web applications from start to finish.
- Developed a Human Resources application which employs Sequelize to help managers and HR representatives organize and store relevant employee data and facilitate social engagement between and among employees.

University of Richmond, Class of 2016

- Bachelor of Business Administration; Concentration in Marketing
- Bachelor of Science; Psychology
- GPA: 3.64, Magna Cum Laude

ADDITIONAL PROFICIENCIES

- WordPress and WPEngine
- Advanced Google Analytics Certificate
- Facebook Certified Digital Marketing Associate
- Monday.com
- Licensed Realtor (Commonwealth of VA)
- Portuguese (conversational)