

# SARAH KERR

Highly motivated, full-stack web developer seeking a 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 closely with 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.
- Assist AllyAlign's executive team in projects designed to measure, track, and improve the company's key internal growth metrics.

### 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

- Planned, designed, and maintained Google Adwords and remarketing campaigns, including content development, strategic targeting, and ongoing adjustments based on performance analytics.
- 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.

## EDUCATION & TRAINING

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

- Graduated from a 24-week, intensive coding bootcamp designed to immerse students in a full suite of coding languages and skills.
- Achieved an "A" grade, composed of weekly application development assignments, various group projects, and one final individually directed project.
- Independently developed an application designed to help users develop ongoing gratitude practice in their everyday lives.

### University of Richmond, Class of 2016

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

## PROFICIENCIES

- Node.js
- CSS, HTML, JavaScript
- Wordpress, WPEngine
- Advanced Google Analytics Certificate
- Facebook Certified Digital Marketing Associate
- Monday.com
- Licensed Realtor (Commonwealth of VA)
- Portuguese (conversational)