

SARAH KERR

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

- HTML5, CSS3
- JavaScript, jQuery
- React
- MySQL
- Sequelize
- MongoDB
- ExpressJS
- Passport
- Git

JOB EXPERIENCE

Marketing Analyst, July 2019-Present

ALLYALIGN HEALTH

- Serve as the primary marketing manager of AllyAlign's 13 Medicare Advantage insurance partners in the strategy and maintenance of digital and print marketing campaigns designed to engage potential new members or partners and retain existing ones.
- Measure, track, and communicate AllyAlign's key internal growth metrics and use data to inform decisions about strategy, growth, and expansion opportunities, such opening three new health clinic within various partnered facilities across the country.
- 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, October 2016 - July 2019

HALOGEN BRANDS

- 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, May 2015 - October 2016

ONE SOUTH REALTY GROUP

- 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.
- Achieved an "A" grade, composed of weekly development assignments and projects designed to further refine skills outside of class time and gain actionable experience building and deploying complex web applications from start to finish.
- Built an application designed to help managers and HR representatives organize, store, and display relevant employee data (i.e. interests, food preferences, birthdays) to inform decisions on engagement efforts 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)