

SARAH KERR

Highly motivated, full-stack web developer with a background in digital marketing and strengths in communication and collaboration. Technical skills include: *HTML5, CSS3, JavaScript, jQuery, React.js, ExpressJS, Passport, Node.js, Git, MySQL, Sequelize, MongoDB, WordPress and WPEngine*

LinkedIn: <https://www.linkedin.com/in/sarah-kerr-79656ba2/>

Github: <https://github.com/skerr924>

EDUCATION & TRAINING

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

Graduated from a 24-week, intensive coding bootcamp designed to immerse students in a full suite of coding languages and technologies.

Projects:

- A MERN application which allows for the simple sharing of child information between parents and temporary caregivers, and integrates with AWS for the simple upload and sharing of photos. <https://github.com/skerr924/Lilypad>
- An HR tool designed to help management organize, store, and display relevant employee data to inform decisions on engagement efforts between and among employees. <https://github.com/skerr924/project2>
- An employee directory (<https://github.com/skerr924/employee-directory>), a weather dashboard (<https://github.com/skerr924/WeatherDashboard>), and a workday scheduler (<https://github.com/skerr924/WorkDayScheduler>).
- Various CLI applications which dynamically generate additional files and/or HTML pages from user prompt responses.

University of Richmond, Class of 2016

Bachelor of Business Administration; Concentration in Marketing

Bachelor of Science; Psychology

3.64 GPA; Magna Cum Laude

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 marketing campaigns including web architecture and design, implementation of digital geofencing advertising initiatives, and maintenance of all annual sales collateral.

Measure, track, and communicate KPIs to inform leadership decisions about strategy, growth, and expansion opportunities, such as opening four 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 health plans and their representatives nationwide.

Owner and Digital Campaign Director, October 2016 - July 2019

HALOGEN BRANDS

One of three business partners at a digital marketing startup which built strategic, individualized, and targeted digital marketing campaigns to meet clients' business goals.

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's digital presence including WordPress site, digital ad campaigns, and social media platforms.

OTHER TECHNICAL SKILLS

- Advanced Google Analytics Certificate
 - Facebook Certified Digital Marketing Associate
 - Monday.com, Asana, Slack, Jira, Trello
 - Portuguese (conversational)
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