

Bailey Reiners

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Front-End web developer leveraging a background in SEO, content marketing, psychology and art history to provide unique perspectives on how end-users find and interact with websites. Earned a certificate in Full Stack Web Development from Vanderbilt University. Innovative problem-solver who is keen on developing apps optimized for SEO with responsive, mobile-first design and development. Strengths in creativity, teamwork, and building projects from ideation to execution.

TECHNICAL SKILLS

- HTML, CSS, HTML5, CSS3, Vanilla JS, ES5, ES6, Node.js, Express.js, Bootstrap, APIs, Git, SQL, NoSQL, regex. PostgreSQL, MongoDB, React

EXPERIENCE

Vanderbilt University, Remote November 2022 – May 2023
Student

- Collaborated with teammates to build a [bike and weather app](#), learning to use APIs, Bulma and Git branching.
- Built a [back-end application](#) using Express.js, JSON and Heroku to deploy a simple daily note taking app.
- Created a [ReadMe generator](#) using Node JS to streamline the ReadMe creation process.
- Utilized Node.js to create an [application](#) that generates an HTML webpage that displays engineer team information.

Aisle Rocket, Chicago, IL February 2021 – Present
Search Engine Optimization Strategist

- Directed SEO strategy for product launches, site taxonomy, user flows, keyword hierarchy, page optimizations, meta data, micro copy & long form copy for global appliance brands Whirlpool, Kitchenaid, Maytag and JennAir.
- Launched JennAir's SEO-driven organic content blog, developed the content strategy & mentored junior writers.
- Designed and led workshops on SEO and brand audiences, enhancing the output of internal content teams.
- Reported on SEO metrics and provided recommendations to evolve client strategy and reach business goals.

Built In, Chicago, IL August 2018 – April 2020
Content Marketing Specialist

- Earned 400+ page one keyword rankings on Google, including 100+ head terms by utilizing search engine optimization tactics to attract organic traffic and build the MQL pipeline.
- Grew B2B organic visits on the national website by an average of 30% every month for 18 months by writing and designing 100+ B2B articles and eBooks, targeting tech industry audiences.
- Built email sequences for marketing and sales initiatives to increase engagement and A/B test subject lines and copy.
- Founded the company's first diversity and inclusion committee to improve culture, inclusivity and educate colleagues.

EDUCATION

Lawrence University, Appleton, WI September 2013 – June 2017
Bachelor of Arts in Psychology and Art History, Minor: German

Humboldt University, Berlin, Germany September – December 2015
German Language and Cultural Studies

PASSION PROJECTS

UN Women Chicago – Board Member June 2021 – December 2022

- Supporting equality for women and girls through fundraising, outreach, advocacy & educational efforts.

Entrepreneur – Small Business Owner September 2019 – Present

- Empowering body positivity across the gender spectrum through custom art, events, Ecommerce & wholesale.

Private Pilot's License – Instrument Rated Pilot May 2020 – Present

- Exploring the country piloting antique single engine aircraft in rural America and advocating for women in aviation.