

CARLICIA SMITH

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Summary

Curiosity- led Full Stack Web Developer. Recently earned a Full Stack Web Development certificate from Georgia Institute of Technology Bootcamp with a background in conscious brand management and marketing research. Experienced in creating dynamic web applications.

Skills

Programming Languages: HTML5, CSS3, JavaScript(ES6), R

Libraries and Frameworks: Bootstrap, jQuery, Node.js, React.js, Express.js,

Databases: MySQL, MongoDB

Tools and Platforms: Git, Heroku, Docker

Experience

Sales and Marketing Intern | Porsche Cars North America - Atlanta, GA | 11/2018 - 04/2020

Established positive relationships with clients by means of brand knowledge and servicing individual needs, increasing a positive company image and helping to drive overall company revenue.

Conceptualized culturally conscious brand management improvements driving additional revenue opportunities with existing advertising base using competitive market research.

Collaborated cross functionally with Porsche Experience Center in developing effective product launches that grew client traffic via digital screens, employee portal and social media.

Increased low product sell through rates through identifying KPI's based on brand product analysis and product assortment planning .

Facilitated B2B and B2C transactions ensuring negotiated terms and reservations were clearly communicated.

Social Media Intern | Atlanta Digital Studio - Atlanta, GA | 08/2016 - 12/2016

Improved traffic by delivering quality posts for clients various social media accounts.

Managed engagement for Facebook and Twitter accounts responding to followers comments in a timely manner.

Analyzed ratings and programming features of competitors to evaluate the effectiveness of marketing strategies.

Produced creative content through story telling for studio's Wordpress blog.

Education and Training

Georgia Institute Of Technology | Atlanta, GA | 02/2021

Certificate: Full Stack Web Development Bootcamp

Georgia State University | Atlanta, GA | 08/2018

Bachelor of Arts: Creative Writing