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 HTML, CSS, Bootstrap, Javascript, Node.js, React.js, SQL, MongoDB and responsive mobile framework.

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

Increased revenue through building relationships with clients by means of brand knowledge and servicing individual needs.
Conceptualized culturally conscious brand management improvements focused on driving additional revenue opportunities with existing advertising base using competitive market research.
Collaborated cross functionally with Porsche Experience Center in developing product launches via digital screens, employee portal and social media.
Identified KPI's based on brand product analysis and product assortment planning.
Facilitated B2B and B2C transactions.

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.
Analyzed ratings and programming features of competitors to evaluate the effectiveness of marketing strategies.
Produced creative creative content through story telling for studio's Wordpress blog.

Education and Training

Georgia Institute Of Technology | Atlanta, GA | Expected in 02/2021
Certificate: Full Stack Web Development Bootcamp

Georgia State University | Atlanta, GA | 08/2018
Bachelor of Arts: Creative Writing