

SAMANTHA PELOQUIN

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Portfolio: <https://samanthapeloquin.com/>

SUMMARY

Web Developer with qualifications in media business, marketing and a continued investment in personal development. Known for having a self starting attitude, hitting high pressure deadlines, creation of content, web adjustments and implementation of directives. Strengths in consistent reliability, innovation and creativity.

CORE COMPETENCIES

Project Management, Web Design, Social Platforms, Full Stack Development, Front End Development, Back End Development, Video Production & Editing, CRM Management, Content Creation

TECHNICAL SKILLS

Software: Office, iWork, Adobe Indesign, Final Cut Pro X

Content Management Systems: Wordpress, Joomla, Drupal

Browser Based Technologies: HTML, CSS, JavaScript, jQuery, Responsive Design, Bootstrap, Local Storage

Server-Side Development: Node.js, Express, Creating APIs, ORM (Sequelize), User Authentication, Templating Engines

Databases: MySQL, MongoDB

Dev Tools: Heroku, Github, Git

API Interaction: APIs, JSON, AJAX,

Cutting Edge Development: React.js, MERN

RELEVANT EXPERIENCE

Creative Director
Accelerate My Practice

2014 - Present
Woodland Park, CO

- Advanced brand awareness by redeveloping and designing three company websites.
- Redesigned nation wide campaigns using the CRM to gain more traffic resulting in an increased CTOR.
- Facilitated the development of digital and print items to increase profitability.
- Key problem solver, communicator and innovator across the team.

Key Accomplishments:

- Restructured company guidelines, system and processes
- Successfully rebranded Accelerate My Practice website from 2014

ADDITIONAL EXPERIENCE

Marketing Director Icon Digital USA

2013 - 2015
Middleton, WI

- Executed publications, media buys and A&R scouts.
- Coordinated the efforts of a large team of diverse and international employees.
- Improved company methods, approaches and departmental contribution.
- Boosted brand awareness by acquiring partnerships and developing programs.

Event Coordinator Eagle River Mudfest

2012 - 2013
Madison, WI

- Focused marketing efforts in several different states
- Secured 3,656 attendees
- Launched regional marketing events leading the final event

PROJECTS

Provider Portal | Github: <https://bit.ly/2OAY4AV> | Deployed Link: <https://bit.ly/37il1iR>

- This application can be used for any start up company looking for a program to fulfill their CRM needs. The particular example here is for a start-up healthcare company with a need for a CRM application used to view and link clients with providers.
- JavaScript, Handlebars, Heroku, CSS, Responsive Design, MVC, SQL

Feed Your Bean | Github: <https://bit.ly/39woNGG> | Deployed Link: <https://bit.ly/3cBMnnl>

- As a student enrolled in a coding bootcamp I want to be able to access coding education through video so that I can continue my learning journey outside of sessions.
- This is accomplished by creating a REACT application that uses MongoDB to store user information and display topic selections.
- MERN, Semantic UI, Passport Authenticate, Password Strength, Adobe, HTML

Budget Tracker | Github: <https://bit.ly/3rVFNg5> | Deployed Link: <https://bit.ly/3qpCsWa>

- Allows users to track their income and expenses. Using the budget tracker both online and offline has proven to be useful to those who are trying to track what they spend.
- HTML, JavaScript, NodeJS, Express, Mongoose

EDUCATION

Bootcamp Certificate: University of Denver, Denver, CO Certificate of Completion in Full Stack Web Development

2020 - 2021

Bachelor of Arts: Madison Media Institute, Madison, WI Bachelor of Arts in Entertainment and Media Business Associate of Applied Science in Music Technology

2009 - 2012