Jerrie Anderson

Persona: Jerrie is relatively new to coding and tech. She spent 10 years in an administrative role in the real estate and construction industry. While taking some time off to start a family, Jerrie started to take an interest in web development. She started dabbling in making websites for friends. Jerrie also had some small graphic design projects she sold on Etsy while she was a stay at home mom. Now that the kids are all in school, she is looking to start a new career. Jerrie took some online programming classes and now she is looking for her first break into coding “for a real job”.

Educational Background:

Elon University – BA in English Literature

Job Background:

The Gap – Retail Store Assistant Manager

* Talking to customers, training new sales associates, maintaining the store, restocking inventory, floor moves and planograms
* Maintaining schedules and handling deposits. Key holder responsibilities…

The Providence Group – Contract Coordinator

* Created and tracked signing of real estate contracts and leases for commercial properties.
* Tracked tenant insurance certificates, property maintenance contracts and tax payments for properties in the SE region.
* Maintained contact information for tenants and vendors in Access database
* Generated mass communication emails and mailing out to tenants
* Updated vacant properties listing on company website
* Created marketing material for commercial properties with information on spaces available, amenities and local demographic information.

Developer Experience and learning:

* Designed a website on WIX (WYSIWYG editor) for a friend who was starting a bakery business out of her house
* Designed some cool t-shirts for a 5-k event for her church
* Started designing printable cake toppers for her friend’s cupcakes and then started re-selling them on Etsy
* Got a subscription to an online code school (like Team Treehouse or Pluralsight) and took classes on HTML, CSS & JavaScript.
* Completed some free classes on Microsoft Virtual Academy for C#
* Made some mock projects as part of trying to learn all this new stuff. Tried to get a little freelancing work but haven’t been able to get any projects that way yet.

So how do you build a profile page for Jerrie that can help her get her foot in the door?

What skills can you feature?