

Adriana Calvo-Matos

[LinkedIn](#) | [Github](#) | [Portfolio](#) | [Email](#)

EDUCATION

FreeCodeCamp: JavaScript, React, Redux, algorithms, data structures	Present
Harvard CS50: Memory, data, systems in C, Python, SQL	2020
LinkedIn Learning: HTML, CSS, Bootstrap4, Sass, JavaScript, React, GitHub	2020
McMaster University: HBS Life Sciences, exchange in Lyon, France	2013 - 2018

SKILLS

Web Development: HTML, CSS, SASS, JavaScript, Visual Studio Code, GitHub
Communication: Stakeholder relations, video conferencing, brand copywriting, conflict resolution
Task Management: Wrike, Asana, Slack
Digital Marketing: Facebook, Instagram, Hootsuite, Adobe Suite, Google Suite
Languages: English (native), Spanish (advanced), French (conversational)

PROJECTS

Shopping List / JavaScript, HTML, SASS, Mobile Responsive [Source](#) | [Demo](#)

- Create, read, update, and delete complete on a list
- Implemented local storage with JSON to continue to store data after the browser is closed
- Styled elements include button hover, input focus, and indication of input error

Form Validation / JavaScript, HTML, SASS, Mobile Responsive [Source](#) | [Demo](#)

- Individual verification checks for select, radio, email, text, password, and submit form elements
- Error counter added to indicate to user how many fields require a correction

Random Card Picker / JavaScript, Fetch API, HTML, SASS, Mobile Responsive [Source](#) | [Demo](#)

- Draw 3 cards at random from a tarot card deck and display the specs of each card provided by API

WORK EXPERIENCE

Social Media Coordinator / RED Mountain Resort **Nov 2020 - Apr 2021**

- Rookie of the Year for cross-departmental collaboration, positivity, and creativity during COVID
- Developed and implemented new content strategy to increase organic video views by +47%
- Recorded and compiled weekly performance analysis reports used to inform strategic decisions

Digital Marketer / Digital Main Street, Communitech **Sept 2020 - Dec 2020**

- Led a multi-disciplinary team to build digital marketing strategies over 4-6 week cycles with clients
- Explained complex concepts to clients and broke down robust strategies into smaller actionable steps
- Completed page edits to Shopify websites and Google My Business to update SEO

Social Media Specialist / Banff and Lake Louise Tourism **May 2018 - Dec 2019**

- Engaged with community of 500k fans and 1M reach in the brand voice on FB, IG, Twitter, LiveChat
- Acted as the first point of contact when tactfully replying to public negative visitor comments online
- Created the agenda for weekly cross-departmental meetings to unify strategies

Municipal Planning Commissioner / Town of Banff **Nov 2018 - Nov 2019**

- Actively listened to presentations by applicants to voice feedback and questioning in a public forum
- Voted on development applications and advised town council on amendments to the Land Use Bylaw
- Excellent analytical skills and removal personal bias when evaluating facts vs stakeholder interests

INTERESTS

Mountain Sports: Snowboarding, hiking, climbing
Podcasts: Currently listening to Entiende Tu Mente
Cultural Exchange: Lived in Andorra and Spain in 2020