

# Kelly Morin

## Full-Stack Software Developer

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## PROFILE

As a former social media manager, I'm no stranger to adapting to rapidly-changing technology. I am especially invigorated by the dynamic ways in which a new tool or feature can be applied to solve a particular challenge. As my technical skills began to grow, so did my passion for the technology driving it all. When I discovered web development, I could not imagine spending the remainder of my career in any other field. During my time at NSS, I've not only gained the technical skills needed to solve the problems I'm faced with. More importantly, I've learned how to channel my natural curiosity into business-changing solutions to everyday challenges.

## TECHNICAL EXPERIENCE

Full-Stack Software Developer | Nashville Software School | October 2018 - March 2019

*Intensive, full-time 6-month full-stack software development bootcamp (Python/Django) executed in a simulated company environment with Scrum methodology.*

- Single-page application development using ES6 modular code bundled with Browserify and utilizing Grunt as task runner for linting and bundling
- Project management through issue tickets and Github Projects with version control via Git and Github
- Application design through white boarding dependencies and database planning by building entity relationship diagrams to define data relationships

### Group Projects

**Bangazon, LLC:** *Bangazon is a two-part project focused on managing database interactions. Sprint one included portal design for Human Resources to manage departments, employees, and resources. Sprint two required the development of an e-commerce platform for buying and selling products.*

- Leveraged both raw SQL and Django object-relational mapper (ORM) for direct database interactions
- Wrote models, URL patterns, views and templates for training components of the HR portal
- Designed and developed product listing and product detail pages, as well as add-to-cart functionality and new product validation for e-commerce platform
- Responsible for testing suite optimization utilizing PyTest and class-based unit testing
- Tools: Python, Django, SQL, PyTest, Bootstrap

### Individual Projects

**Simplified Supper:** *Simplified Supper is meal planning made easy. Based on the users' chosen weekly meal plan, Simplified Supper suggests recipes that repurpose extra ingredients*

- Utilizing data from the Yummly API, Simplified Supper scans the meals a user has selected to make over a one-week period and displays suggested recipes based on the percentage of similar ingredients
- Integrated full create, read, update, and delete functionality with JSON Server.
- Tools: React, React Router, JSON Server, Semantic UI for React, Yummly API, React Big Calendar, Moment.js

🌐 [github.com/kellymorin/simplifiedSupper](https://github.com/kellymorin/simplifiedSupper)

**Check Mate:** *Check Mate is your pal for keeping software development projects on track. Allowing users to review what they have worked on the previous day, and set their top priorities for the coming day at-a-glance*

- Web-based application utilizing the Django framework to manage the software development process more efficiently with full create, read, update and delete functionality
- Authenticated users can view necessary information about project and issue ticket status, assigned team member, road blocks and more from multiple locations in the app, allowing them to get the information they need quickly
- Tools: Django, Python, Bootstrap

🌐 [github.com/kellymorin/check\\_mate](https://github.com/kellymorin/check_mate)

## OTHER EXPERIENCE

Senior Manager, Social Media | ReviveHealth | August 2017 - August 2018

*ReviveHealth is a full-service marketing communications agency focused on the intersection of healthcare delivery, finance and innovation with a unique focus on supporting clients in solving complex challenges.*

- Established agency-wide social media strategy, including product development, sales and execution of all social media projects
- Oversaw the selection and implementation of enterprise social listening software, Tracx
- Developed strategies to directly address client needs across multiple social media platforms, including Facebook, Twitter, LinkedIn, Instagram, Doximity, Sermo, and Figure 1 in coordination with a broader communications plan
- Streamlined delivery of client social media projects, including quality control, development, deployment and regular internal and external communication
- Implemented comprehensive reporting on key performance indicators for all client projects utilizing Google Data Studio and advised clients on project results and appropriate strategic shifts to better meet their needs

Principal Founder | Orange Blossom Consulting | March 2015 - Present

*Orange Blossom Consulting is a digital marketing and social media management agency poised to assist independent publishers reach their fullest potential. Utilizing industry knowledge and customized digital marketing strategies, we help books blossom in a highly-crowded market.*

- Founded company in 2015, was cash flow positive in less than 6 months
- Consulted with clients to understand their business needs and implement digital engagement tactics that leveraged a combination of paid, organic, influencer, and media strategies to amplify exposure and sales for clients' brands and titles
- On average, clients saw a 100% increase in social media reach, 142% increase in social media engagement, 71% increase in website page views, and a 99% increase in returning website visitors over a 6-month period

Social Media Program Manager | Churchill Mortgage | September 2016 - August 2017

*Churchill Mortgage is a nationwide mortgage company focused on assisting clients reach their personal financial goals through a better kind of American Dream — debt-free home ownership.*

- Oversaw all aspects of owned and paid strategies across Churchill Mortgage's social channels, including Facebook, Twitter, LinkedIn, Instagram, and Yelp
- Increased social media engagement by more than 125% over 6 months through comprehensive, organic social media strategy
- Implemented employee advocacy program with more than 50% adoption rate

Marketing Coordinator | Ingram Content Group | January 2014 - March 2015

*Ingram Content Group is the nation's largest content distribution provider with customers such as Random House, Barnes and Noble, and Apple.*

- Developed new promotion program for clients of Ingram Publisher Services that created increased visibility for backlist titles
- Managed social and digital media strategy throughout acquisition for Ingram's VitalSource Technologies
- Served as Marketing Intern, Summer 2012 and 2013

## EDUCATION

Full-Stack Web Development Bootcamp  
Nashville Software School | October 2018 - March 2019

Certified Social and Community Manager  
Digital Marketer | 2017

Bachelor of Science, Marketing  
Clemson University | 2010 - 2013

International Business Management  
University of Oxford | Summer 2012