

Keila Hoover



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keilahoover.com

Work Experience

Freelance Tech Marketing & Web Development

March 2019 - Present

- > Create and implement new content and design on website
- > Focus on data-driven development to improve UI/UX
- > Optimize SEO both in a company's marketing software and coding
- > Track analytics and research data to enhance user experience

Software Engineer & Technical Marketer

Prima-Temp, Boulder, CO | Aug 2018 - Jan 2019

- > Complete refactor of Kindara, Fertility Awareness app, iOS Database
- > Integrated Kindara app and marketing data to Hubspot
- > Integrated contacts and Welcome Email Campaign from MailChimp to Hubspot
- > Supported and collaborated with UI/UX Design agency on building upcoming Ovulation Tracking app

Ecommerce Merchandising & Marketing Coordinator

Sounds True Multimedia Publishing, Boulder, CO

Jan 2016 - Jun 2017

- > SEO research and implementation
- > Managed product page redesign for updated website
- > Lead Ecommerce user experience
- > Liason between the Web Development and Marketing teams

Tools

Adobe CS AWS

HTML5 Invision

CSS Wix

Javascript React

Google Analytics Trello

Express SQL

Node.js Python

Swift PHP

Facebook Business Manager Git/GitHub

Skills

Tech Marketing

UI/UX Design

Prototyping

User Stories

A/B & User Testing

Task Flows

Agile Process

SEO

Other Experience

Wellness Coach Business

Helping others build confidence inside and out. Using my skills and insights in fashion, aesthetics, and personal growth.

Education

Galvanize, Boulder, CO

Immersive Web Development Program

The Art Institute of Colorado, Denver, CO

Fashion Marketing & Merchandising B.A.