

## EXPERIENCE

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### **DIGITALCRAFTS**, *Atlanta, GA*

November 2019 - March 2020

#### **Full-Stack Developer**

- Participated in a 16-week immersive full-stack software development program; gained fundamental software development skills in the following domains:
  - *Front-End*: HTML, CSS, JavaScript, React, jQuery, Bootstrap
  - *Back-End*: Node.js, ES6, Express, npm, Python, SQL, PostgreSQL, RESTful APIs
  - *General Tooling*: AWS (EC2, Route53), Git/Github, Visual Studio Code
- **Project - Happy2Help** | <https://github.com/evanscatie/Happy-2-Help>
  - Full-stack application enabling charity event organizers to create event listings outlining the tasks they need volunteers for while enabling volunteer users to sign up for the events.
  - *Technologies*: HTML, CSS, Bootstrap, JavaScript, Node.js, Express.js, PostgreSQL
- **Project – Concert Crawler** | <https://github.com/evanscatie/Concert-Crawler>
  - Full-stack application which pulls a user's most-listened-to artists from Spotify's API and queries Eventful's API for upcoming concerts for those artists, returning a curated list of upcoming concert details to the user.
  - *Technologies*: OAuth2, Node.js, Express.js, JavaScript, HTML, CSS

### **ADAPTIVE SPORTS CENTER**, *Crested Butte, CO*

December 2018 – April 2019

#### **Digital Marketing and Analytics Associate**

- Built custom VBA scripts to clean, organize and analyze internal CRM system data; wrote a comprehensive report analyzing current trends in customer demographics and identifying opportunities for expansion.
- Optimized digital marketing expenditures by aggregating performance data and launching a new paid search and social media campaign which lead to a 7% increase in qualified leads on 75% less investment.
- Designed and built custom dashboards backed by Google Ads and Analytics to monitor and evaluate digital marketing efforts in real time and identify new opportunities for customer engagement.

### **TEXTRON GSE**, *Kennesaw, GA*

June 2017 – January 2018

#### **Digital Marketing & Web Development Associate**

- Led a team of engineers in developing a new website; designed and placed content for over 70 web pages.
- Taught myself basic HTML & CSS in order to facilitate design discussions with my team and resolve minor front-end bug fixes.
- Leveraged my HTML & CSS knowledge to design email templates for marketing campaigns driven by Pardot.

### **WALT DISNEY WORLD COMPANY**, *Orlando, FL*

February 2016 – June 2016

#### **Disney College Program Intern**

- Completed a professional marketing course instructed by a Walt Disney World imaginer; pitched a final corporate project to my peers outlining a new marketing strategy for the Walt Disney World company.
- Received an award for exceptional guest service after 5 guests spoke to my willingness to go above and beyond expectation to enhance guest experience.

## EDUCATION

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### **THE UNIVERSITY OF GEORGIA**, *Athens, GA*

August 2014 - Dec 2018

#### **BBA – Marketing, Area of Emphasis in Digital Marketing**

- **Honors** – Presidential Scholarship & HOPE Scholarship Recipient, 5x Dean's List, National Honors Society