

# Carly Nicholson

Software Engineer

[carlypnicholson@gmail.com](mailto:carlypnicholson@gmail.com)

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

## Profile

Passionate, driven software engineer evolved from a former tech startup marketing manager focused on creatively solving problems.

My multifaceted skills from years working in marketing sharpened the natural eye I have for design and details - providing a unique foundation for making the switch to software engineering.

A catalyst for modernism, I leverage my love of learning and overall determination to facilitate innovation for leading technology professionals who strive to be dynamic and grow their business. My approach combines the flexible with the analytical — allowing for creativity with an emphasis on structure and implementation.

## Skills

Languages	HTML/CSS, JavaScript, Python, TypeScript
Frameworks	React, Node, Express, Django
Libraries	Bootstrap, Ramda, Bulma
Databases	PostgreSQL, MongoDB
Design	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, etc.), Sketch, Figma, Gravit
Other	WordPress, Git, Heroku, Netlify, Agile/Scrum

## Projects

### Digital Portfolio - [🔗](#)

Designed and developed a responsive portfolio website using HTML, JavaScript, jQuery, and CSS

### The People's Voice Project - [🔗](#)

Worked with a team to develop a central location to search government representatives, elections, and polling locations

### Fetch - [🔗](#)

Worked with a team to design and develop a mobile-first, responsive MERN app

### COVID-19 Tracker - [🔗](#)

Designed and developed a responsive React app to track global COVID-19 data

### Spaero - [🔗](#)

A responsive React app for the purpose of searching for and booking flights

## Employment

### Marketing Manager - Broadleaf Commerce

DECEMBER 2017 - DECEMBER 2019, PLANO, TX

Led marketing initiatives in the business development team. Formed and maintained relationships with top industry analysts. Worked with a third-party marketing agency to develop and execute company re-branding and new product launch.

## **Marketing and Communications Specialist** Broadleaf Commerce

OCTOBER 2016 - DECEMBER 2017, PLANO, TX

Successful execution of content creation and distribution, resulting in 13% growth in overall website visitors and 145% growth in organic website traffic. Worked with other marketing team members to create meaningful and interesting marketing campaigns, garnering an 84% increase in email subscribers and 119% growth in social media engagement.

Assisted in the recruiting, hiring, and on-boarding processes for new team members, became a mentor to multiple team members. Helped to build stronger partner relationships, specifically via co-branded efforts at various industry events. Worked with the engineering team to successfully migrate the company website to an updated version of our own Content Management System (CMS).

Conducted market research, validated by top industry analysts, to create buyer personas - used when creating content, crafting marketing messages, and in campaign conceptualization. Developed creative solutions with cross-functional teams to differentiate brand presence at trade shows.

## **Marketing Coordinator** Broadleaf Commerce

JANUARY 2015 - OCTOBER 2016, PLANO, TX

Managed and maintained reporter network. Worked with internal development team, partners, and clients to create polished press releases relating to company news. Collaborated with Marketing Manager on conceptualization and execution of digital and traditional company collateral for internal and external events.

Formed and led cross-office committees for quarterly company events to communicate and exchange needs, ideas, and other needs. Increased online community engagement, resulting in a 46% growth of company site activity, and a 13.7% growth in social media followers.

## **Education**

### **Software Engineering Immersive** General Assembly

FEBRUARY 2020 - MAY 2020, REMOTE

### **Strategic Communication, Bachelor of Arts** Oklahoma State University

AUGUST 2010 - DECEMBER 2014, STILLWATER, OK

## **Languages**

English, Spanish

## **Community Involvement**

### **Volunteer** American Foundation for Suicide Prevention

2010 - PRESENT

## **Awards**

Employee of the Year, Broadleaf Commerce 2017

B-to-B Dream Team, Event Marketer 2017