Nikki Bailey

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NB

Objective

Detail-oriented multi-tasker with a knack for problem solving, debugging, and process efficiency. I've spent most of the last 10 years coordinating with multiple stakeholders to create web-based materials for end users. I thrive on producing, editing and, managing accurate, user-friendly digital content, and have a track record of successful output under tight deadlines.

Skills

- Start-up experience
- Detail oriented
- Self motivated
- Team Player

- CSS
- HTML
- JavaScript
- Wordpress (CMS)

Relevant Experience

Designed overall user experience for ncbr.org, creating user-friendly interfaces for donations, photo submissions and other interactive features. Manage all content, updates, maintenance, and archives of the site.

Experience

Website & Social Media Coordinator
NORCAL BOXER RESCUE – Davis, CA (Remote)   **July, 2015 to present**

- Designed and built new website (ncbr.org) using WordPress platform (fall of 2015)
- Built and maintain the organization's online store using the WooCommerce plugin for Wordpress
- Manage website content: promotional info/posts, events calendar, inventory of dogs, historical data, photo editing, etc.
- Built coordinating website for the organization's volunteers (volunteers.ncbr.org)
- Perform regular maintenance on both sites (software updates, etc.)
- Manage all social media content (Facebook, Twitter, Youtube, etc.)
- Create email marketing campaigns in Constant Contact
- Catalog and maintain the organization's photos, documents and files
- Assisted with rebranding in 2015 and continue to drive a cohesive appearance and messaging

Marketing Contractor
GUIDEBOAT CO. – Mill Valley, CA (Remote)   **March, 2016 to present**

- Create responsive email marketing campaigns in MailChimp
- Create and update promotional/landing pages (HTML, CSS) on the website via Magento
- Graphics creation and editing

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QA & Customer Support
AGRONOMIC TECHNOLOGY CORP. – New York, NY (Remote)   **March, 2014 to October, 2014**

- Performed QA testing on new versions of the company's web-based software
- Responded to customer support requests via email and phone
- Managed the content of the company's ZenDesk Help Center site: wrote tutorials, FAQs, etc.
- Processed sales transactions and updated customer accounts

Production Engineer
SOFTVOX LLC – New York, NY (Remote)   **June, 2012 to July, 2013**

- Created a fully customizable web-based scripting template using the Flows application in Salesforce.com to perform daily set-up of telemarketing scripts, including user customizable plug-n-play modules for use in various script situations (i.e. Address modules, Credit Card module, etc.)
- Used the proprietary application to build custom web-based order-taking scripts for call center agents per client specifications; continuously meeting launch deadlines in fast-paced, ever-changing environment
- Established guidelines, processes and best practices for growth and efficiency in the PE group
- Trained account managers to use the architected template (freeing up PE for other projects)

Senior Production Engineer
LIVEOPS INC. – Redwood Shores, CA   **January, 2006 to June, 2012**

- Used proprietary software (similar to a CMS) enhanced with custom HTML and JavaScript to program web-based telemarketing scripts for call center agents based on client specifications:
  - Architected and implemented complex setups for key clients that were scalable and maintainable over time/iterations with less effort
  - Demonstrated operational excellence with continuously accurate and on-time launches
  - Collaborated with back-end engineers to produce expected output for order processing
  - Extensively leveraged JavaScript to achieve results not available within the software
  - Drove new software features; worked with Engineering on design and implementation
  - Worked with account managers to find optimal solutions to non-standard requests
- Championed standards and best practices within the Production team
- Performed QA review on telemarketing scripts created by other Production Engineers
- Monitored and reported on daily file errors
- Maintained/updated web dashboards using HTML and CSS
- Trained/mentored new Account Managers on the system and processes

Education

Xavier University

MEd Sports Marketing

University of Toledo

BBA Marketing

Skills

Proficient in HTML, CSS, JavaScript. Extensive WordPress (CMS), Salesforce.com, ZenDesk, Constant Contact, MailChimp, Magento, MS Office, and Google Apps experience.