

# Mallory Joy

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## EDUCATION

**University of Vermont**, Burlington VT

B.A. in English

Dual Minor in Computer Science and Film/Television Studies

## SKILLS/RELEVANT EXPERIENCE

HTML/CSS

Wordpress CMS

Javascript

PHP

Python

WooCommerce

Adobe Photoshop

Figma

OneDrive

Google Suite

Google Analytics

Salesforce

Slack

Microsoft Teams

Microsoft Office

Website Management

Technical Documentation

Customer Service

SEO

Content Writing

Confluence

## EXPERIENCE

**NBC Universal**, Orlando FL — *Front End Developer*

AUGUST 2021 - PRESENT

- ❖ Create partner websites for NBC Sports clients, generating over 1M USD in GolfNow revenue
- ❖ Develop and maintain all content for knowledge base, detailing build process for 30 GolfNow brand templates
- ❖ Design and compose NBC Sports template library, consisting of both internal and client-facing content
- ❖ Work independently and with senior team members and leadership to fix inconsistencies and errors in standards, as well as address gaps or improvement opportunities for internal processes.
- ❖ Lead bimonthly training seminars for junior team members on systems, standards, procedures, and core processes
- ❖ Work cross-functionally with other teams to polish and fasttrack the launch process for websites and Partner apps

**NBC Universal**, Orlando FL — *Partner Services Specialist*

FEBRUARY 2018 - AUGUST 2021

- ❖ Provide first-class customer service for GolfNow clients, completing website management request tickets for both quick updates and long term buildouts
- ❖ Complete research and create 7 instruction manuals on various best practices for client and staff use regarding website maintenance

- ❖ Facilitate website trafficking process through Facebook Pixels and Google Analytics
- ❖ Decrease response time to clients through composition of sensitive escalation templates for customer service team
- ❖ Maintain digital content of over 2000 GolfNow owned websites
- ❖ Liaison between web development and internal teams during client meetings
- ❖ Troubleshoot and repair website errors through buildout and post-launch timelines to ensure streamlined usage for clients

**Frank Entertainment, Jupiter FL — *Marketing Coordinator***

JUNE 2016 - DECEMBER 2017

- ❖ Increase ticket sales through promotion of over 20+ movie theater locations on Facebook, Twitter and Instagram
- ❖ Coordinate public events to expand customer engagement
- ❖ Develop Weekly E-Newsletters for Guests to maximize outreach
- ❖ Copywriting for 7 Location-Based Websites
- ❖ Public Relations Liaison for local events such as Food Drives and Animal Adoptions