



# CORTINA JENELLE CALDWELL

USING TECHNOLOGY AS A FORCE FOR GOOD

## SOCIAL LINKS

- in/cortina-jenelle-caldwell
- /itscortinajenelle
- cortinajenelle.com/portfolios
- /cortinajenelle
- cortinajenellecaldwell@gmail.com

## TECHNICAL SKILLS

- **Web Design:** 10 yrs expertise in Wordpress, adv. skill in Squarespace, Wix & Shopify
- **Web Development:** JavaScript, HTML, CSS, Node, Express, MongoDB
- **Design Tools:** Adobe Creative Suite, Figma, Mural, Canva
- **Project Management:** Jira, Airtable, G-Suite, Easy Retro, Trello
- **Other Tools:** ChatGPT, Trello, Easy Retro, ClickUp, VS Code, GitHub, Social Media, SEO & Analytics
- **Skillsets:** Agile/Scrum, Copywriting, Branding, UX Strategy, Facilitation

## CERTIFICATIONS

- **AI & ChatGPT Prompt Engineering**  
Udemy | Sep 2023
- **Full Stack Web Development**  
Savvy Coders | Aug 2023
- **Agile Professional**  
ICAgile | Aug 2023
- **Diversity, Equity, Inclusion + Belonging** | Jan 2016-Dec 2020
- **Creative Facilitation**  
PYE Global | August 2016

## HIGHER EDUCATION

**Masters of Arts in Business Management & Leadership**

**Liberty University**

August 2013 - May 2015

**Bachelors of Science in Multi-Disciplinary Studies: Education, Business & Social Science**

**Liberty University**

August 2011 - May 2013

**Bachelors of Science in Social Work (Transfer)**

**UNC-Greensboro/Lloyd International Honors College**

August 2004 - May 2009

## PROFILE

Passionate creative leader with an MAML and 10+ years in tech, media and design sectors. Expertise in UI/UX, branding, equity + inclusion and strategic planning. Competent in web design and copywriting. Mission: Leverage tech as a force for good, creating spaces of belonging via strategic communication and human-centered design.

## CONTACT

423-443-4992

6111 Shallowford Rd, Ste 105D, Chattanooga, TN 37421

## FREELANCE EXPERIENCE

### UX/UI Strategist, Copywriter & DEIB Facilitator

*Cortina Jenelle Branding Agency | Sep 2015-present*

- Drive forward public relations, advertising, and UX design initiatives, fostering a well-rounded approach to client projects and campaigns.
- Expertly craft and optimize content for client websites, both in print and digital formats, enhancing brand presence and online visibility.

### Diversity, Equity, Inclusion + Belonging (DEIB) Facilitator

*The Chatterly | September-November 2023*

Significantly elevated community-wide engagement in equity, inclusion, and belonging initiatives, fostering a more inclusive and equitable environment within the city/region.

### Copywriter & UX Content Strategist

*Ventures Unlimited, Inc. (VU) | February-October 2023*

Authored compelling, scientifically precise wellness content, leading to an impressive 75% boost in user engagement and content effectiveness, resulting in contract renewal for VU

### Community Organizer & Curriculum Designer

*adé PROJECT | Aug 2018-Oct 2023*

Devised and executed strategic plans. Spearheaded public art projects and orchestrated a range of diverse initiatives, fortifying community engagement and fostering a united narrative through the innovative mediums of mapping and storytelling.

## WORK EXPERIENCE

### Program Coordinator

*WNC Diversity Engagement Coalition | Aug 2017-Sep 2018*

- Acted as a business development manager, cultivating relationships with a diverse clientele that included small business centers, colleges, and public sector entities, thereby expanding the coalition's reach and impact.
- Created and delivered events dedicated to the advancement of diversity, equity, and inclusion narratives, enriching the educational resources offered by the organization.

### Community Relations Director

*LEAF Community Arts | Jan 2016-Aug 2018*

- Successfully led and re-branded cultural arts team, facilitating collaboration amongst students, educators, artists, and community to deliver high-quality, creative experiences. Gained notoriety with Kennedy Center Partners in Education program.
- Generated compelling event materials and educational curriculums by leveraging tools in Adobe Creative Suite, including InDesign, Photoshop and Illustrator.



# CORTINA JENELLE CALDWELL

USING TECHNOLOGY AS A FORCE FOR GOOD

## SOCIAL LINKS

- in/cortina-jenelle-caldwell
- /itscortinajenelle
- cortinajenelle.com/portfolios
- /cortinajenelle
- cortinajenellecaldwell@gmail.com

## LANGUAGES

- English NATIVE/FLUENT
- Spanish ADVANCED/FLUENT (~30 YEARS)

## REFERENCES

### EDUCATION REFERENCE

#### Stephanie Grimshaw | Savvy Coders

- (314) 496-2965
- stephanie@savvycoders.com

### PROFESSIONAL REFERENCE

#### Melonie Lusk | Crabtree Farms

- (931) 314-0097
- mlusk@crabtreefarms.org

### PROFESSIONAL REFERENCE

#### Deborah Miles | WNC DEC

- (828) 232-5024
- dmiles@ret.unca.edu

### CHARACTER REFERENCE

#### Nancy Hasty | Burke Co. Public Schools

- (828) 334-7049
- nancyhasty@yahoo.com

## OPEN TO/SEEKING

- Remote or Hybrid (75%+ Remote)
- Onsite (Live-In Positions)
- Full Time / Part Time
- Contract / W2

## WORK EXPERIENCE (CONT.)

### Communications Director

LEAF Community Arts | Dec 2014-Jan 2016

Devised strategic communication and marketing initiatives, leading to a notable increase in engagement with the arts and reinforcing the nonprofit's brand voice. Played an integral role within the leadership team, promoting coordinated communication and development efforts to meet the needs of diverse stakeholders effectively, including donors, sponsors, members, volunteers, staff and families.

## PROJECT EXPERIENCE

### Creative Director

House of SOLEIL | Apr 2021-Oct 2023

Skillfully integrated the principles of biomimicry and permaculture into operational strategies, fostering sustainable practices and significantly amplifying positive environmental impact and awareness for farmers, ecologists and community partners.

### Full Stack Web Developer

Savvy Coders | Jun-Aug 2023

- Leveraged web technologies, including Markdown, HTML, and CSS, to craft a responsive website, improving accessibility and user engagement.
- Successfully designed and deployed a Single Page Application that facilitated direct communication between farmers and digital freelancers.
- Led the end-to-end UX/UI process, from conceptualizing wireframes to conducting user acceptance testing, resulting in an intuitive and user-friendly platform.
- Strategically developed a User Story Map using Mural.co
- Conducted thorough User Acceptance Testing (UAT) with end users, actively collecting feedback to refine the application's usability and functionality.
- Defined and implemented branding with an appealing color palette, fonts, icons, typography, and navigation elements, ensuring a visually compelling UX/UI.
- Orchestrated the seamless integration of backend systems
- Spearheaded product planning, taking an idea from concept to deployment by designing and developing a Single Page Application (SPA).
- Achievement: Engineered a Node.js Express REST API server to manage long-term data storage through MongoDB Atlas and conducted testing using Insomnia REST Client.
- Successfully deployed the application on Netlify for the frontend and Render for the backend, ensuring reliable and scalable cloud-based application hosting.
- Diligently debugged and tested the application, achieving optimal performance and functionality.

### Product Owner

Savvy Coders // Atlassian-Jira | July-August 2023

Led the product development lifecycle for Atlassian Jira, orchestrating feature prioritization and roadmap planning, resulting in increased team productivity and collaboration.

### UX/UI Design & Project Manager

Contra | Jan-Feb 2022

Proficiently utilized a range of UX design tools, such as Figma and Notion.io, to create engaging and user-centric design solutions, fostering effective collaboration and project management.