

Amanda Hinton

hello@amandahinton.com | amandahinton.com | linkedin.com/in/amandahinton | github.com/amandahinton

Experience

Participant at Recurse Center | June 2023 – September 2023 | Brooklyn, NY

As part of a learning sabbatical, attended the Recurse Center, a self-directed coding retreat

- Created **Huetility**, a React app to ease color exploration and decision-making for engineers - implemented a color picker, provided accessibility information through color contrast calculations and color blindness emulations, and displayed tints, shades, and color harmony palettes
- Started and led weekly study groups for React (20+ participants) and CSS (5+ participants)

Software Engineer at Liferaft | January 2022 – March 2023 | Remote

Shipped clean, tested features in TypeScript, React, and Django at a fast-paced insurtech/fintech startup

- Served as project and product owner for the launch of vision and dental insurance offerings and wrote the frontend code for their delivery, resulting in a 50% recurring revenue increase in individual premiums
- Migrated multi-step application form to React, including types, error handling, backend read and write, and a complex, responsive matrix of products, plans, and coverage details
- Built broker dashboard and client management tooling, including widgets, modals, API, and tests
- Developed React core components: pagination, notification banners, cards, layouts, and form elements
- Worked in modern software process: touched most parts of the technical ecosystem, carried pager, drafted technical plans, kept documentation up-to-date, wrote unit and integration tests, and reviewed pull requests

Creative Director at Girls Garage | November 2019 – December 2020 | Berkeley, CA

Led marketing and communications, with emphasis on brand-building, design, community, and content creation

- Authored and promoted web content, increasing visits by 66%, visitors by 72%, and pageviews by 48% YoY
- Designed and wrote data-driven, mission-focused campaigns, boosting Instagram engagement by 138%

Founder of Limn Colors | May 2016 – January 2020 | Berkeley, CA

Wore all the hats, including operations, finance, manufacturing, customer service, administration, and marketing

- Forged successful, inimitable brand with exceptional user experience and product development
- Ran website, eCommerce, and social media, guided by analytics, for customer and revenue growth

Director of Marketing at The Crucible | June 2016 – September 2017 | Oakland, CA

During my tenure as the senior marketing executive, our capabilities and sophistication grew markedly

- Hit ambitious revenue targets by increasing customer base and return on investment of paid campaigns
- Drove overhaul of website and online store, with significant contributions to architecture, SEO, and content

Director of Digital Marketing at GT Nexus | October 2013 – January 2016 | Oakland, CA

Created impressive digital assets, increased site traffic, generated sales leads, and grew social media presence

- Managed an engineer, two content creators, a social media marketer, and relationship with a digital agency
- Increased website visitors 25% and resource library pageviews 176%, grew social media audience 75% and engagement 150%, and accrued 600K+ video views

Education

Certificate, Full-Stack Software Engineering Bootcamp

App Academy | October 2021

Certificate, Professional Program in Graphic Design

UC Berkeley Extension | April 2020

Master of Business Administration, Marketing and Entrepreneurship

University of Tennessee | December 2010

Bachelor of Liberal Arts, Philosophy and History of Math and Science

St. John's College | May 2004

Skills

Technical - JavaScript, TypeScript, React, HTML, CSS, Python, Django, Postgres

Creative - Graphic design, marketing, copywriting and editing, brand, Adobe Creative Suite

Business - Leadership, project management, product, operations, strategy, research, analytics, revenue growth, process development, documentation