



BRAXTON JOY

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LinkedIn: <https://www.linkedin.com/in/braxtonjoy/> |

GitHub: <https://github.com/bdjoy2028> |

Portfolio: <https://bdjoy2028.github.io/Portfolio-Website/> |

SUMMARY

Full Stack Web Developer with a background in Video Production, Analytical Media, IT technical, and a burning desire to learn. An explosive ability to combine artistic creativity and intelligent problem solving to develop beloved applications and websites. Carries a strong reputation amongst staff for introspective thinking, quick – witted solutions, and a collaborative mentality that elevates the spirits of any team.

TECHNICAL SKILLS

Technical Languages: HTML5, CSS3, JavaScript, JQuery, Bootstrap, FireBase, Node.js, MySQL, MongoDB, Express, Handlebars.js, ReactJS, .JSON, & Python.

Applications: Slack, GitHub, Visual Studio Code

PROJECTS

Portfolio Website | <https://github.com/bdjoy2028/Portfolio-Website> | <https://bdjoy2028.github.io/Portfolio-Website/>

- Meet Me, Braxton Joy, on my personal website.
- Powered by HTML5 & CSS3.
- Personally created everything from scratch.

Weather Application | <https://github.com/bdjoy2028/Weather-App> | <https://bdjoy2028.github.io/Weather-App/>

- A user – friendly interactive weather application that displays current humidity, conditions, and temperature in any city around the world via API.
- Powered by HTML5, CSS3, JavaScript, and API.
- Personally created everything from scratch.

EXPERIENCE

- ***Digital Media Specialist (04/2023 – Present)***

Office of District Attorney General, Davidson County, Nashville, TN

Responsible for navigating, modifying, and enhancing digital web applications containing highly sensitive federal media content.

Worked on a team of 10 employees who depended on their artistic creativity to edit criminal media evidence to be used for prosecution in court by district attorneys and public defenders of Davidson County.

Distributed the encrypted, requested media amongst authorized law and government officials across the state of Tennessee.

- ***IT Technician Support Specialist (07/2016 – Present)***

New Cedar Grove Missionary Baptist Church, Nashville, TN

Provided comprehensive technical support and maintenance to the \$300,000 media control bay, while resolving hardware, software, audio, and network issues in a timely fashion.

Troubleshoot complex network and hardware issues, resolved and enhance quality of productivity by upgrading the church's audio & visual editing bay with a brand new \$250,000+ cost – effective renovations.

Assisted in staff training and mentoring new employees to onboard over 5 new users onto the system.

Collaborated with a small team to update and manage Windows operating systems throughout the live recording of church services and extracurricular programs.

- ***Digital Marketing/Media/IT Support Manager (09/2017 – 03/2022)***

Center of Excellence, Vanderbilt University Medical Center, Nashville, TN

IT Support:

Optimized network performance and addressed IT security issues to management and board of directors to ensure compliance with industry standards.

Troubleshoot complex network and hardware issues, resolved and enhance quality of productivity for the company's network to speed up everyday tasks and problem solving efficiently.

Collaborated with a small team to update and manage MAC operating systems throughout the live recording of church services and extracurricular programs.

Media:

Served as director, cinematographer, video editor, writer for digital content on marketing campaigns, training content, and much more critical thinking scenarios.

Managed the company's website, videography team of 2 other employees, the company's annual media budget of \$250,000, and led meetings with partners about future campaigns and opportunities for growth.

Created and curated engaging digital content, including live recordings, training seminars, interactive media, and advertising commercials. Resulting in a 60% increase in organic search traffic and a 10% increase in social media followers.

Marketing:

Led the development and execution of comprehensive digital marketing campaigns across Facebook, Google, Tik Tok, increasing user acquisition by 25% with 12 months.

Managed a \$2M annual budget for paid acquisition and other necessary resources, optimizing spend for a 20% improvement in ROAS.

Managed the company's website, implementing SEO practices and improving search engine rankings, resulting in a 15% increase in traffic and website conversions.

Utilized email marketing strategies to grow the company's subscriber list by 50%

EDUCATION

Full Stack Web Development Boot Camp Certificate (02/2024 – 08/2024)

Vanderbilt University, Nashville, TN

An intensive program focused on gaining technical programming skills in HTML5, CSS3, JavaScript, JQuery, Bootstrap, FireBase, Node.JS, MYSQL, MongoDB, Express, Handelbars.js, and ReactJS.

Bachelor's Degree of Fine Arts in Digital Filmmaking & Video Production (01/2015 – 07/2018)

Art Institute of Tennessee, Nashville, TN

An accelerated, challenging, 4-year bachelor's program focused on perfecting technical filmmaking skills in directing, screenwriting, video production, video editing, and creative story boarding.

***Google Cybersecurity Coursera Certificate** (06/2024) (Online)

***CompTIA Security+ Exam Certificate** (06/2024) (Online)

***Google AI Essentials Coursera Certificate** (06/2024) (Online)