

Ashleigh Lund

Milwaukee, WI 53211

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GitHub: <https://github.com/AshLund> | Portfolio: https://ashlund.github.io/lund_portfolio/

Technical Skills

HTML, CSS, Javascript, JQuery, React.Js, API Integration, mySQL, MongoDB, MySQL, Node, Express, Bootstrap, Sass, Angular, Gulp, Git, Photoshop, Excel

Education

University of Wisconsin—Extension Certificate in Full-Stack Web Development
September 2019

University of Wisconsin—Milwaukee Master of Arts in Communication
May 2011 Rhetorical Leadership Concentration
Taught Business and Professional Communication as a TA

University of Wisconsin—Milwaukee Bachelor of Arts in Communication and Women's Studies
May 2008 Graduated with honors

Work Experience

Mars Solutions Group September 2020-Present
Full-Stack Developer and Marketing Analyst Waukesha, WI
Hybrid position combining Full-Stack web development and a Marketing position. Served as Project Manager and Team Leader for the Mars Returnship Full-Stack team. Lead a team of developers in an Agile environment. Did all front-end coding using React.Js, Bootstrap, and Axios. Assisted with Back-End work using Node.Js, MySQL, and Express. Created and implemented front-end wireframes. On the Marketing side, worked with the Marketing team to promote the Ovation program launch. Developed and maintained marketing materials. Updated the website using a CMS and created social media posts.

Kohl's Corporate on contract through Aquent October 2019-April 2020, June 2020-July 2020
Front-End Web Developer Menomonee Falls, WI
Managed multiple department pages on Kohls.com including Baby, Kids, and Beauty. From design hand-offs, made all updates to department pages using HTML, CSS and Javascript. Also created sitewide department banners and spotlight banners. Made all department pages responsive across screen sizes. Ensured that pages displayed correctly across different browsers using Browserstack. Followed ADA accessibility guidelines. Worked collaboratively with Design, Digital Merchandising, Copy and the rest of the Digital Content Production team to ensure that everything on the live site was accurate. Used Github for version control. Used Adobe Photoshop and Illustrator to edit and update images and SVGs. Used a CMS to load code to staging and push to the live site.

Milwaukee Jewish Federation July 2015-October 2019
Events Manager Milwaukee, WI
Coordinated all aspects of event planning from concept to event follow-up. Managed all event logistics including venue, catering, decorations, set up, security, and day-of staff plan. Used CRM database to create event queries, pull invite lists, and track RSVPs. Managed multiple projects at one time in a fast-paced environment. As part of the Marketing team, created a marketing strategy for event promotion. Used Basecamp to organize event Marketing needs. Planned all logistics of visiting speakers including itinerary, travel, and accommodations.

UW-Milwaukee Communication Department

August 2016-May 2017

Associate Lecturer

Milwaukee, WI

Taught one section of Public Speaking to undergraduate students. Developed course policies and curriculum. Lectured, facilitated discussions, and led class activities.

Self, Consultant

June 2011-July 2015

Fundraising, Communication, and Event Planning

Milwaukee, WI

Did development and event management for various political campaigns at the local and state level.

Developed fundraising plans and budgets. Coordinated fundraising events by setting up event logistics, recruiting event sponsors, promoting the event, and staff. Met aggressive fundraising and event goals.

Managed fundraising databases. Did all preliminary compliance work including filing campaign finance reports. Drafted campaign communication, including social media and email.