

Daisha Drayton

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Atlanta, GA •

SUMMARY

Passionate and self-motivated front end developer, who recently completed a coding bootcamp at Georgia Tech. Equipped with a solid foundation in full stack development, and eager to leverage this knowledge as well as learn more to build valuable products that address user problems. Committed to continuous learning and acquiring new skills in the field.

Linkedin: <https://www.linkedin.com/in/daisha-drayton-1b2a20254>

Website: <https://daisha22d.github.io/another-portfolio/>

TECHNICAL SKILLS

Javascript, React, Handlebars, HTML, CSS, Node.js, Express API, SQL, MongoDB, Github

EXPERIENCE

Sales Development

Jan 2022 - March 2023

Mimi's Spa, Atlanta, GA

- Assisted with generating creative leads to help grow the customer base
- Collaborated with lead SDR to research potential customers and prepare targeted outreach campaigns
- Conducted customer outreach via phone and email to qualify leads and schedule appointments for the sales team
- Assisted in tracking and analyzing sales metrics, including lead conversion rates and pipeline growth
- Supported the development of sales materials and presentations for

prospective clients

- Acted as a point of contact for prospective customers, providing information and answering questions about our products and services

Investor Relations Intern

Jan 2021 - Dec 2021

Gaylan Bio, Remote

- Conducted research on potential investors and assisted in recruiting new investors for the company
- Collaborated with lead Investor Relations Specialist to develop new investment and marketing strategies to expand the company
- Assisted in maintaining professional relationships with existing investors and responded to inquiries in a timely and professional manner
- Assisted in preparing presentations and materials for investor meetings and conferences
- Participated in training and development opportunities to enhance knowledge of the investment industry and communication techniques.

EDUCATION AND CERTIFICATION

Bachelor's in Sociology

May 2023

Georgia State University, Atlanta, GA

Full-Stack Development Certification

June 2023

Georgia Tech University, Atlanta, GA