



HALEY WILLAMS

New York, New York | Haley@haleyhasacode.com | GitHub | LinkedIn | www.haleyhasacode.com

TECHNICAL SKILLS

HTML
CSS
JavaScript
React
Node.js
REST API
Git
PostgreSQL
Microsoft Office
Google Drives

ADDITIONAL SKILLS

Shopify
Social Media Platforms
Communication
Organization
Public Speaking
Management

EDUCATION

SheCodes Plus React Coding
Bootcamp, 2020

The Complete Web
Developer 2021,
Zero to Mastery Academy

University of Central Florida,
2017
*Bachelor of Science,
Human Communication*

PROFESSIONAL EXPERIENCE

Front End Website Developer (student)

June 2020 – January 2021

- Smart Brain Facial Detection – A fullstack web application that, once a user creates an account, will detect a face in a given image URL, in addition to tracking and displaying the number of URLs a logged in user has entered; created using HTML, CSS, React, PostgreSQL, REST API, and Node.js.
- React Weather App – An interactive web application that displays the current weather and forecast in a searched city; created using HTML, CSS, React, Open Weather Map API and AJAX.
- Robo Friends App – A user-friendly app that allows you to filter through the robot friends by name; created using HTML, CSS, API and React.

Fashion PR Coordinator at HL Group

September 2019 – April 2020

- Developed and distributed client pitches to long- and short-lead media
- Secured media placements via continued outreach and routine media inquiries
- Qualified and maintained media lists
- Established relationships and ongoing rapport with editors and influencers
- Maintained sample closet, coordinated sample requests, tracked returns and supervised inventory
- Monitored client media coverage to create and collect press clippings
- Compiled client monthly reports, recording impressions and media values across multiple media platforms
- Assisted in the planning and execution of various events
- Executed editor and influencer giftings on behalf of the client
- Provided administrative support to internal account teams

Ecommerce Operations Coordinator

November 2018 – September 2019

- Processed and fulfilled customer orders via the phone and Shopify
- Managed client relations and responded to all inquiries regarding products and services
- Monitored CRM and ensured all client repair issues, inquiries, requests and returns are resolved in a timely fashion
- Liaised between departments to coordinate repairs and returns

Intimates and Accessories Manager in Training at Anthropologie

February 2018 – November 2019

- Managed over 100 sales associates at the company's flagship location catering to 500+ customers a day
- Utilized communication, troubleshooting and management skills to meet sales goals and maintain daily operations
- Managed store visual standards, inventory replenishment, opening and closing registers, deposit preparations and daily sales and discrepancies recordings
- Trained new team members on employee conduct and knowledge of store product, procedures, and best practices

INTERNSHIP EXPERIENCE

Stylist Intern Zanna Roberts Rassi: Marie Claire Senior Fashion Editor, E! News Fashion Correspondent, and Co-Founder of Milk Makeup

September 2017 – December 2017

- Assisted with the styling and coordination of photo and video shoots for Milk Makeup, E! News and the Today Show
- Supported the management of Zanna's Instagram, with a follower count of more than 124,000, through content creation
- Worked with PR executives to organize pickups and returns of all loaned product
- Aided in managing Zanna's schedule, ensuring all upcoming events were recorded and organized

Community Outreach Intern at Forema Boutique

January 2017 – May 2017

- Planned and executed events for different university student organizations to increase community engagement, store traffic and social media reach
- Created content for various social media platforms
- Assisted in building the Brand Ambassador Program for the company, the assessment of possible candidates and the formulation of responsibilities of the ambassadorship