James Hankins

Software Developer / Marketing Analyst

Location: **Seattle, WA**
Email: **Hankins.JamesB@gmail.com**
Phone: **(330) 575 - 4717**
LinkedIn: **linkedin.com/in/james-hankins/**
Portfolio: **https://jhankins09.github.io/**

Skills:

Languages
HTML5 •
CSS3 •
JavaScript •
Ruby •
SQL

Frameworks
React.JS •
BootStrap •
Rails •
Express.JS •
Handlebars.JS •
Node.JS

Technologies
Software:
Git/GitHub •
Atom •
RESTful API •
MongoDB •
PostgresQL •
cURL •
RESTful API

**Business /
Mar-Tech:**
Excel •
Scribble/Ion CMS •
Facebook & Google
Ads Manager

Education:

University of New England
Biddeford, ME

B.S. Business
Administration
B.A. Communications

Experience

General Assembly | *Boston, MA*

Software Engineering Immersive Fellow (June, '19 - current)
- Excelled in 12 week, 500+ hour immersive software engineering program.
- Developed multiple web applications under highly restrictive time-lines.

Featured Project Work:

Roster Tracking Client and API	Image Hosting Client and API	Trip planning client and itinerary
Via G.A. (Full stack)	*Via G.A. (Full stack)*	*Via G.A. (Full stack)*
• *Timeline - 4 days.*	• *Timeline - 3 days.*	• *Timeline - 4 days.*
• R Rails API.	• Mongo/Express API	• *Mongo/Express*
• User/Resource Authentication.	• AWS integration	• *Restful API*
• Handlebars.JS.	• Team Development	• *React.JS w/ AXIOS*
	• Handlebars.JS	

EF Education First | *Cambridge, MA*

Marketing Technologies Coordinator (Aug, '16 - Aug, '19)
- Implemented audience segmentation strategies for improved creative continuity from ad and web experiences.
- Grew conversion rates by 2X. (reducing CPA by 50%)
- Managed digital marketing budget of $1M+ - primarily SEM and Social.
- Executed monthly high level marketing KPI reports to executive teams.
- Optimized time to delivery of landing pages by upwards of 80%.

Traveler Support Specialist (April, '14 - Aug, '16)
- Technical-lead & subject matter expert for CRM and sales/CS technologies.
- Analyzed customer data for organizational opportunities and threats, primarily in ticketing and travel documentation needs.
- Handled difficult conversations when situations were elevated beyond the initial team member.

L.L. Bean | *Freeport, ME*

Customer Impact Representative (June, '13 - Apr, '14)
- Joined in-volume return and customer relationship team resolving 100 to 140 customer accounts per day.
- Assisted in HR peak on boarding facilitating employment documentation for 50 to 70 new staff members per day.
- Researched and presented on potential talent development and retention strategies with a focus on creating opportunity for learning software skills.