James Hankins

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Intro

I'm a Software Developer, Customer Advocate and Growth Marketer with a passion for storytelling. I'm working to acquire the right blend of skills to bridge the gap between 'one site fits most' and 'one site personalizes for all'. My work in Customer Service and Marketing have shown me just how hard organizations work to get the word out about their business, and how quickly audiences lose interest when content isn't curated for them. That is why I aspire to blend my background with full-stack software development training to help personalize at scale. I believe in the power of great stories and beautiful experiences, and that those experiences should be built for all.

Skills

Software Languages | HTML5 | CSS3 | JavaScript | Ruby | SQL

Software Frameworks | React.js | Bootstrap | Rails | Express.js | Handlebars.js

Software Technologies | Git/GitHub | Atom | RESTful API | MongoDB | PostgreSQL | cURL

Business/Marketing Technologies | Microsoft Suite | Advanced Excel | Scribble/Ion Interactive | Facebook & Google Ads

Work Experience

General Assembly, Boston, MA
Software Engineering Fellow, 06/2019-09/2019
- Excelled in 12 week, 500+ hour immersive software engineering program.
- Developed multiple web applications under highly restrictive time-lines.

EF Educational Tours, Cambridge, MA
Marketing Technologies Coordinator, 06/2016-08/2019
- 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%.

EF Educational Tours, Cambridge, MA
Traveler Support Specialist, 04/2014-06/2016
- 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.

LL Bean, Freeport, ME
Customer Impact Representative, 06/2013-04/2014
- 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.

Education

Business Administration, 2013
Communications, 2013
The University of New England, Biddeford, ME

Project Work

Front-End

Tic-Tac-Toe Client and Game Engine
Via General Assembly
Built with: JavaScript, HTML5, CSS3

Joke Client UI with third party API calls
Built with: JavaScript, HTML5, CSS3, BootStrap

Full-Stack

Live Chat Client and basic API
Built as tutorial of Socket.io
Built with: React.js, Node.js, Socket.io, CSS3, BootStrap

Roster Tracking Client and API
Via General Assembly
Built with: JavaScript, Handlebars.js, Ruby, Rails, HTML5, CSS3

Image Hosting Client and API
Via General Assembly
Built with: JavaScript, Handlebars.js, AWS, Mongo.DB, Node.js, Express.js, HTML5, CSS3, BootStrap

Trip Planning Client and API
Via General Assembly
Built with: React.JS, Express.js, Node.js, HTML5, CSS3, BootStrap