

# James Hankins

Software Developer / Marketing Analyst

Location:

Seattle, WA

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## Skills:

### **Languages**

HTML5 • CSS3 •  
JavaScript • Ruby •  
SQL

### **Frameworks**

React.JS • Bootstrap  
• Rails • Express.JS •  
Handlebars.JS

### **Technologies**

#### **Software:**

Git/GitHub • Atom •  
RESTful API •  
MongoDB •  
PostgreSQL • cURL

#### **Marketing/Business:**

Excel • Scribble/Ion  
media • Facebook &  
Google Ads Manager

## Projects:

### **Logic Game Client**

Via G.A. (Front end only)

- Timeline - 4 days.
- Custom J.S. game engine.
- jQuery powered DOM manipulation.

### **Roster Tracking**

#### **Client and API**

Via G.A. (Full stack)

- Timeline - 4 days.
- Custom Rails API.
- User/Resource Authentication.
- Dynamic rendering via Handlebars.JS.

### **Image Hosting**

#### **Client and API**

Via G.A. (Full stack)

(group build)

- Timeline - 3 days.
- Express.JS powered API.
- AWS integrated hosting.

## Summary

People first technology professional. With a proven history of learning and leveraging first or third party platforms, I thrive in interpreting technical concepts and data into organizational stories for non-technical staff and executive stakeholders. My passion is in optimizing and humanizing the digital experience - focusing on demand generation and user engagement through web personalization at scale.

## 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.

### **EF Education First | Cambridge, MA**

#### *Marketing Technologies Coordinator (Aug, '16 - Aug, '19)*

- Implemented strategies to leverage audience segmentation data, improving creative continuity from ad and web experiences.
- Grew conversion rates of new business leads by 2X. (reducing CPA by 50%)
- Managed digital marketing budget in excess of \$1M+ - focusing on SEM and Social platforms.
- 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)*

- PowerUser for technology teams as platform and subject expert.
- 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 (Nov, '13 - Apr, '14)*

- Joined in-volume return and customer relationship team resolving 100 to 140 customer accounts per day.

#### *Administrative Assistant (Aug, '13 - Nov, '13)*

- Assisted in HR peak on boarding facilitating employment documentation for 50 to 70 new staff members per day.

#### *HR Talent and Development Intern (June '13 - Aug, '13)*

- Researched and presented on potential talent development and retention strategies with a focus on creating opportunity for learning software skills.

## Education:

### **University of New England | Biddeford, ME**

- B.S. - Business Administration | B.A. - Communications