

Kalia Hayes

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EDUCATION

The University of Texas at Dallas

B.S., Information Technology and Systems, Minor in Business Intelligence and Analytics

May 2019

GPA 3.41

TECHNICAL SKILLS

Analysis Tools: Excel, Tableau, RapidMiner, HootSuite, SproutSocial, Google Analytics, Agile
Programming: Python, SQL, HTML, CSS, Bootstrap, Java
Operating Systems: MacOS, Windows
Software: Photoshop, Sketch, MS Office, MS Visio, Eclipse, Github, Wordpress, Sitecore
Databases: MySQL, Oracle
Certifications: Google AdWords, Google Analytics IQ

BUSINESS EXPERIENCE

Interstate Batteries – Dallas, TX

Front End Web Development & Content Intern

June 2018 – August 2018

- Translated Photoshop and Sketch wireframes into responsive Bootstrap code to be deployed to interstatebatteries.com using Sitecore CMS
- Collaborated with the web team and IT admins using Agile methodologies to meet weekly deployments
- Contributed to on-site SEO by reviewing and editing title tags, alt tags, and meta descriptions on web pages
- Audited and adjusted company web pages for ADA compliance
- Worked with sales managers and marketers to deploy pages and edits to a branded 3rd party Costco e-store
- Presented a newly created Interstate career landing page in front of company executives

HospitalityFan – Remote

Social Media Manager

February 2016 – Present

- Managed social media accounts for 5 business establishments throughout the country
- Worked remotely with clients to develop marketing strategies that increased new customer traffic
- Achieved highest interaction rates for two companies managed by us for 5+ years

The University of Texas at Dallas – Richardson, TX

Inventory Clerk

August 2015 – Present

- Worked with a small group to conduct and coordinate annual Scan and Validate inventories
- Maintained and updated inventory databases for UT Dallas and reconciled discrepancies

ACADEMIC PROJECTS

Systems Analysis & Design

August 2018 – Present

- Crafted a mobile application based QR code and barcode scanning inventory management system by working through phases in the SDLC and using object oriented analysis and design methodology

Business Analytics

August 2018 – Present

- Performed an exploratory data analysis and visualization of an Apple App Store dataset using Python, Excel, and the Kaggle Python Kernel environment

Web Analytics

January 2018 – May 2018

- Developed an awareness focused Google AdWords PPC campaign for a non-profit charity organization

ORGANIZATIONS

Undergraduate Success Scholars, UT Dallas – Academic Co-Chair

August 2015 - August 2016

Women in Technology and Business, UT Dallas

August 2017 - Present