LA'TONIA MERTICA SHEPPARD WALKER

writer | photographer { full stack engineer } videographer | designer

2200 S Salina St #684 Syracuse NY 13205 | 315.987.1687 | latoniamertica@gmail.com | linkedin.com/in/latoniamertica

SUMMARY

Full Stack **Javascript Engineer** with specialization in **Python** and **design**. Proficient in **CSS**, **HTML**, **Javascript**, **Django, React**, **databases**, **Sequelize**, **SQL**, **Node**, **ORM, OOP**, **Git**, and **Github**. Marketing/Design genius turned engineer proficient in **Adobe Suite Indesign, Photoshop**, **Premiere Pro**, and creatives skills that include conceptualization and deliverables.

EXPERIENCE

Founder & Executive Officer
La'Tonia Mertica 'Communications & Creatives Specialist'   09/2019 – present

- Brand, voice, and identity establishment, fine tuning, and evolution
- Content generation and curation (ie. stock pix/vix; graphic design)
- Social media setup and temporary management, including tech skills building
- Landing page development and landing/home page redevelopment
- Efficiency consultation for elevated content reuse, editing, and/or repurposing
- Holistic B2B communication services for heightened small business presence online and off

Communications Manager
CenterState CEO Syracuse Surge – aka The Surge   09/2021 – 02/2022

- High-profile partner collaboration to co-plan, implement, and execute strategic communications
- Partner/Contractor management to generate content, produce deliverables, and deploy earned media
- Tactical communications implementation to build the local tech eco system via untapped talent

Marketing Team Intern
Full Bodied Health 'Nutrition for The Health You Deserve'   11/2020 – 01/2021

- Idea and strategy implementation to enhance brand and increase awareness/engagement
- Website/Landing page creation, dressing, and redevelopment with pre-existing collaterals
- Social media content generation and curation, re-purposing, and administrative strategy
- General consultation to better inform strategic implementation of creatives and marketing

EDUCATION

Emergent Works   Brooklyn, New York
formerly Code Cooperative   *11/2021 – present*
- Javascript 1:1 Mentorship

Columbia University   New York, New York
Justice Through Code   *08/2021 – 02/2022*
- Full Stack Python Bootcamp

Hack Upstate   Syracuse, New York
Careers in Code   *03/2021 – 08/2021*
- Full Stack Javascript Bootcamp

LATONIA
.dev
Mertica