# LA'TONIA MERTICA SHEPPARD WALKER

writer | photographer { full stack developer } videographer | designer

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## SUMMARY

Full Stack **Javascript Developer** 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 developer proficient in **Adobe Suite Indesign, Photoshop**, **Premiere Pro**, and creatives skills that include conceptualization and deliverables.

## EXPERIENCE

### Communications Manager
CenterState CEO Syracuse Surge – aka The Surge                    09/2021 – present

- 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

### 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

### 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 – 02/2022*
- 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