



Dear Sir or Madam:

I am one Semester away from completing my Bachelors degree in Web Design & Development. I have 17 years of professional office experience, and have worked primarily in hospitals. Additionally, I have 19 years of Customer Service experience. I have worked closely with doctors, assisting their needs in emergent and clinical settings, and have proven myself dependable and competent.

In November 2016 I accepted a position within UAMS in the university's Institutional Advancement (IA) and Foundation Office. When I initially joined IA, I was responsible for maintaining Entity records within the Advance database (an Ellucian web based database). I continue to make these updates as well as post donations to the foundation's accounting system including: Cash, Check, Credit Cards, Stocks, Property, and Gifts in kind, in a supportive/backup role as needed by the department. I consider myself a team-player and therefore volunteer to assist with events and activities hosted by the department as the need arises.

Currently, the primary function of my position is to ensure the digital engagement of the UAMS constituent base. I develop and maintain the UAMS Giving website using the complex, iModlues content management system. This includes making all updates to existing pages, as well as the design and creation of new webpages for both the giving.uams.edu website and the DayofGiving.uams.edu website.

I create web based-interactive, Activity, Event, and Donation forms specific to the role of each user group. I design and create Email Marketing Messages, Graphics, and Newsletters in collaboration with the Director of Stewardship, Director of Annual Giving, and at the request of Development Officers and other leaders of Institutional Advancement. To support the efficacy of these tools, I generate reports and metrics based on activities, forms, and emails generated through the iModules, with critical analysis on how they can be improved. Through the use of customized content, I match the user experience to their role and affinity to the university.

Additionally, I am responsible for the creation and maintenance of custom giving forms for every branch of the institution, as well as for any special event, project, or affinity that could generate specified donations. The custom forms consistently number more than 100 custom variations. I create, edit, and design PDF forms for use throughout IA, on the giving website, and linked to the individual UAMS websites maintained by the individual colleges and departments across campus.

To ensure that our digital communications are as effective as possible I utilizes data and industry best practices by performing A/B testing and use analytics to determine how to best engage donors, patients, students, and alumni. Working closely with IA leaders, I suggest and implement improvements in line with these best practices. I continuously assess the usability of our digital platforms and ensure that they are both responsive to all devices and accessible to all users, as outlined in the web accessibility standards. In effort to maintain the integrity of our data, I regularly audit the data in the iModules Encompass database to merge erroneous guest records into the correct member records. Then I work with our Advance database manager to align the Encompass (iModules) database with Advance, IA's main database to ensure everyone has access to the most current information.

As the IA digital footprint continues to expand I will also be responsible for developing the strategic plan for the best use and implementation of social media within the context of constituent engagement and development. Currently this includes the UAMS Connect social media site, which is available to all UAMS alumni, student, faculty, and staff. I oversee user management as well as content creation for UAMS Connect. It is the desire of Vice Chancellor Wimmer to increase IA's social presence. I am currently in the process of developing the plan for the expansion to other social media platforms.

By developing productive working relationships across campus, I have been brought in on many special projects including the Chancellor's personal communications to prominent donors and influencers regarding the recent National Cancer Institute(NCI) designation legislation. Due to the nature of the legislative process these messages needed to be generated as emergently as the actions unfolded. I worked closely with the Director of Communications and Marketing to ensure that Chancellor Patterson's important messages reached the intended audience in time to make a difference.

Included in my responsibilities and working relationships is the training of team members in the use of all systems and technologies I interact with. I have developed processes, user guides, and other resources for the benefit of those who do not have the training and expertise in imodules, social media, and web development. I provide one-on-one as well as group training sessions for both members of IA and members of the Communications and Marketing team.

I am committed to professional development and utilize many resources to ensure that my knowledge base is current and relevant to the ever-changing technical needs of my position. Included in my professional development resources are: the UAMS subscription to

Leighana Wood



6805 Sandpiper Dr. • Little Rock, AR 72205 • Phone: (360) 827-1325 • E-Mail: Leighana.wood@gmail.com

pluralsight, the imodules application support training site, Lynda.com, CreativeLive, Adobe, CodePen, Sizzler conference training, and various other digital and interpersonal resources.

I have been told that I am a fast learner by every supervisor I have worked with. I also love teaching and helping people, which makes me an outstanding customer service representative. Through out my professional career I have always sought training in additional desk assignments and responsibilities. I enjoy being able to backup my peers when they are in need of help, and love learning new things. I am professional, dependable, tenacious, and a great problem solver.

My previous position was in the University of Arkansas for Medical Sciences Treasurer's Office as an Administrative Analyst and Cashier. I am proficient in my assigned position and in the position of my co-worker. My position in the treasurer's office has allowed me to become proficient in SAP, the hospital's accounting, personnel, and purchasing system.

My digital resume can be found at <https://leighana.github.io/resume2018/>. I personally built this page; it is a fully responsive and utilizes mircodata.

Thank you for your time and consideration.

Sincerely,

Leighana Wood

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Objective

I am looking for a career that I can grow and be challenged in. I have a service-oriented heart and am looking for a career that will allow me to have a positive impact in my community.

Experience

Information Specialist, UAMS Institutional Advancement November 2016 - Current

- Maintain the department's website using iModlues content management system.
- Creating web based interactive Activity, Event, and Donation forms.
- Social Media Content and Member Management.
- Training others in Web and Social Media.
- Maintaining Entity records within the Advance and Encompass databases.
- Posting Donations to the foundation including: Cash, Check, Credit Cards, Stocks, Property, and Gifts in kind.

Administrative Analyst, UAMS Treasurer's Office June 2014 - November 2016

- Posting departmental deposits in SAP via Customer Service Window and Online/Email submissions.
- Verifying funds, checking for Errors, Researching Bank/SAP Discrepancies.
- Compiling Treasurer's Office Personnel's Collective Bank Deposit.
- Documenting, Filing, Scanning, and Maintaining Spreadsheets of all Backup Documents.
- Coordinating secure storage and transportation for all Fiscal Documentation.
- High Volume Customer interaction.
- Maintaining extensive records of Outlook Emails via archive filing.

Executive Assistant, Export Marine Inc. January 2014 - June 2015

- Coordinating the Schedule & Email of the proprietor.
- High Volume Customer interaction.
- Database & spreadsheet maintenance.
- Faxing, Scanning, Filing, Advertising.
- Website design and maintenance.

July 2013 - June 2014 I took a year off work to spend time with Family, Move to Arkansas from Washington State, Enroll in UALR's Computer Science B.S. Program and Establish my roots in the Little Rock community.

Financial Counselor, Providence St. Peter Hospital May 2011 - July 2013

- Assisting un and under- insured Patients find free Services, State Programs, Private insurance, and financial aid through Providence's Charity Care program.
- Gathering required Documentation of **Financial Need** (Bank info, Property assessments, Income verification, etc.) for processing Charity Care applications, Noting Patient Accounts, Collecting Payments, making Payment Arrangements, Posting Discounts & Payments to their accounts.

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- Managing petty cash drawer of \$5,250.00. Processing and providing petty cash Reimbursements to hospital departments.
- Customer Service, Employee Training, Maintaining office equipment.

Education

UALR, Web Design and Development B.A. Program

2013 - December 14, 2019

I am currently working toward a B.S. in Computer Science. While able to devote all of my attention to school I maintained a 4.0 GPA with 100% in all classes. As I have gone back to work I am no longer able to boast a 100% average, but I have been able to make both the Dean's and Chancellor's list. I am working toward getting back to a 100% as I find the balance between work and school. I am a quick learner, and always enjoy taking on and learning new things, which makes all of this possible.

Naselle Grays-River Valley High School

1998 - 2002

Skills

I am well versed in SAP and financial processes at UAMS. I have vast experience working with policies that have strict requirements and guidelines. I have worked in Customer Service positions since 2000 and in an office/administrative assistant setting since 2003, and enjoy helping and teaching others. I have strong computer and origination skills. I multitask well and can work thoroughly even when there are multiple interruptions. I have created and implemented policies, written training materials and procedures. I am a quick learner and very adaptable. I am dependable and am proud to be considered a responsible individual by those I have worked for in the past.

My Education in Computer Science and Web Design and Development has given me a plethora of problem solving skills as well as an eye for design. I have learned Coding in C++, Java, JavaScript, JQuery, Assembly Language, HTML, and CSS. I have had the opportunity to learn the ins and outs of the full Adobe Creative Suite, and feel confident in all general Mac and Windows programs. I am proficient in Dream Weaver, WordPress, and iModules content management systems. I have experience with databases, and contact forms.

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| • HTML | • Adobe Photoshop | • Microsoft Visual Studio |
| • PHP | • Adobe InDesign | • Google Drive |
| • JavaScript | • Adobe Illustrator | • Google Docs |
| • JQuery | • Adobe DreamWeaver | • Google Sheets |
| • CSS | • Adobe Premiere Pro | • Google Forms |
| • SCSS | • Adobe Audition | • iModules CMS |
| • C++ | • Microsoft Excel | • iModules Encompass |
| • Java | • Microsoft Word | Database |
| • Assembly Language | • Microsoft Power Point | • Elloucian Advance Database |