

Rachel LaQuea

Location: Orlando, FL

Phone: (407) 923-7951

Email: rlaquea14@gmail.com

AREAS OF EXPERTISE

Web Development
Code Releases & Patches
Actionable Analytics
Contextual Marketing
Graphic Design
Big Data Mining
Audio Engineering

GENERAL PROFICIENCIES

Microsoft & Macintosh Office
Zoom, Teams & GoTo Meeting
Adobe Creative Cloud, ShotCut,
Ultimate Software & Tobipro
Salesforce, VISMA, Asset Panda
Tabula & Google Analytics
Protools, Hootsuite, Microsoft Dynamics

CURRENT TECHNOLOGIES

Javascript / Python / HTML5/CSS3
Django / SQL / Node.js / React
AWS / GraphQL / Sequelize / Express
NOSQL / / JQuery / Bootstrap
Jest / MongoDB / OOP /
Docker & Kubernetes / MVC / PWA

FORMATTING & WRITING

American Psychological Association
Modern Language Association
Chicago Manual / Tribune

PUBLICATIONS

Ferguson, C. J., Barr, H., Figueroa, G., Foley, K., Gallimore, A., **LaQuea, R.**, Merritt, A., Miller, S., Nguyen-Pham, H., Spanogle, C., Stevens, J., Trigani, B., & Garza, A. **Digital Poison? Three Studies Examining the Influence of Violent Video Games on Youth. Computers in Human Behavior**

PROFFESIONAL PROFILES

<https://github.com/rlaquea>
<https://linkedin.com/in/rachel-laquea/>
<https://rlaquea.github.io/Portfolio/>

EXECUTIVE SUMMARY

- ♦ **10+ years of experience preformed in a variety of professional and academic settings** including lead capturing, account management, product ownership, data mining, web development, and consulting
- ♦ **Strong communication, presentation, and listening skills** cultivated through practical application and professional experiences including high-volume and high-stakes sales pitching
- ♦ **Adept at leveraging and pivoting key accounts** to maximize lead generation, quotas, and return on investments

ACADEMIC QUALIFICATIONS

University of Central Florida September 2021
Professional Certification in Full Stack Development

Stetson University May 2014
Bachelor of Arts in Psychology
Minors in Music and Spanish

PROFESSIONAL EXPERIENCE

Legal Measures ADR Jan 2022 - Present
Full Stack Developer & Executive Administrator

- **Aligned marketing strategies** to maximize quality of outbound e-mails **resulting in the deliverable of most leads captured for the 2022 fiscal year**
- **Pivoted undeveloped region and cultivated order entries to 100%** of region goal despite simultaneous region downsizing (25% increase in sales) **by pulling from back-end library knowledge to bolster programming resources**
- **Increased site traffic by 37.62%** in a collaboration team charged with creating sleek and innovative **user-oriented visuals and features using front-end languages**

Link-Systems International | Cassadaga Bookstore Sept 2017 - Jan 2022
Elite Music Instruction | 360 Events & Promotions
Appen | Telus International | UserTesting

Freelance Consultant

- **Conducted large scale business analytics** for strategic market forecasting & effective product placement **in full web page redesign that improved navigation, visual enhancement, strengthened search engine ratings**
- **Mitigated scope creep & scalability issues** encountered in the production of a full suite platform by authoring pieces of future code releases and patches, **implemented a concept-to-execution strategy** to secure previously unavailable accounts **yielding a 200% growth in sales of services**
- **Implemented a vertical integration strategy spearheading the financial planning, orchestration, and operations** (\$25k Budget) for the Grace Hopper national conference.
- **Orchestrated in-depth analysis of research strategies** for artificial intelligence, natural language processing & data mining protocols