Rachel LaQuea

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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://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