

CONTACT

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🏠 Albuquerque, NM
(Open to remote positions)

📁 Portfolio:
<https://rparker505.github.io/portfolio-website/>

🌐 LinkedIn:
<https://www.linkedin.com/in/raquela-parker/>

🐙 GitHub:
<https://github.com/RParker505/>

SKILLS

- Frontend
- Backend
- Database creation
- Web hosting
- HTML
- CSS
- JavaScript
- Python
- Android Studio
- Angular
- Bootstrap
- GitHub
- Heroku
- VS Code
- Postman
- React
- Writing/Editing
- Project Management

RAQUELA MARIE PARKER

Web Developer

SUMMARY

Web developer with a background in public relations and communications. Experienced in content creation, social media management, web page building and project management. Known for organization, adaptability, reliability and effective written and verbal communication. Eager to utilize hybrid skillset covering content creation and web development as a member of a collaborative team.

EXPERIENCE

WEB DEVELOPMENT CAPSTONE PROJECTS

CareerFoundry | Nov 2023 - Oct 2024

- Built a responsive website using HTML, CSS and Bootstrap to showcase work created throughout the full-stack certification program.
- Developed server-side and client-side of a movie app using the MERN stack that allows users to register, sign in, browse movies and add films to a list of favorites.
- Utilized React Native, Expo and Google Firestore Database to build a mobile chat app that enables users to log in and share photos and their location.
- Created two versions (command-line and Django) of a responsive, user-friendly recipe application based in Python that allows users to sign in, search in the database and add new recipes.

MANAGER, AUDIENCE & JOURNALIST ENGAGEMENT

Cision PR Newswire | Albuquerque, NM | May 2018 - Present

- Assist web team in building and maintaining blog and resource pages for the website, making adjustments to CSS and HTML as needed to meet design requirements.
- Introduce the company's first social selling initiative by utilizing in-house technology to enable 600 employees to share content and build connections on social media.
- Establish and manage an ambassador program of 20 colleagues to monitor news, curate social media profiles, and write regular press release roundups and blog posts. Program generated 650K press release views and 430K clicks in its first six months.
- Curate trending news topics and top industry news stories daily on dozens of pages on the company's website to keep it fresh and current.
- Write 3-5 blog posts per month in addition to producing 3 monthly newsletters that are distributed to over 100K contacts.
- Manage award-winning journalism blog with a dozen writers and 2,000 subscribers.
- Analyze press release volume data for timely events and trending topics to share internally and with journalists.

SKILLS

- Adobe Analytics
- Adobe Experience Manager
- Adobe Photoshop
- Canva
- Eloqua
- Falcon.io
- Hootsuite
- Salesforce
- Semrush
- SharePoint
- WordPress
- Problem-Solving
- Written/Verbal Communication
- Customer Service
- Organization
- Multitasking
- Adaptability

EDUCATION

FULL-STACK WEB DEVELOPMENT CERTIFICATION PYTHON SPECIALIZATION

Oct. 2024

CareerFoundry

B.A. MASS COMMUNICATIONS

University of New Mexico

Albuquerque, NM

EXPERIENCE

SENIOR CUSTOMER CONTENT SPECIALIST

PR Newswire | Albuquerque, NM | Sept 2010 - May 2018

- Proofread and quality checked a dozen press releases each day for distribution to traditional and digital media outlets, accomplishing 100% accuracy rate in 2017.
- Completed internal SEO & Content Discovery Certification program and counseled internal and external teams and individuals on content best practices.
- Aided in new-hire onboarding and mentorship for specialists while monitoring performance metrics to recommend targeted training initiatives, driving improvements in efficiency and optimizing individual and team processes.
- Educated clients to analyze and interpret release performance reports, including release pickup, engagement and industry benchmark data.
- Teamed with management to implement new workflow processes.