

SARAH LABROT



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(912)704.3439



Savannah, GA 31406

PROFESSIONAL SUMMARY

Resourceful Front End Web Developer bringing in-depth knowledge of latest technology trends to produce clean website design. Experience handling complex HTML and CSS coding, specifically in REACT, to meet organization's front-facing internet needs. Detail-oriented collaboration with others to define project expectations and demand. Hands-on testing and debugging to address inconsistencies and maintain performance thresholds.

SKILLS

- HTML5, CSS3, REACT
- JavaScript Libraries and Frameworks
- Version Control Systems: Git, GitHub
- Databases: MySQL Server, MongoDB
- Web Technologies: WordPress, Bulma, jQuery, Bootstrap
- Responsive Web Design
- User Experience Design (UX)
- Express Js
- Ecommerce Integration

EDUCATION

Georgia Institute of Technology
Atlanta, GA • 2022

Full Stack Web Development Certificate

GPA: 4.0, A 6-month intensive program focused on gaining technical programming skills

WEBSITE, PORTFOLIO, PROFILES

- <https://github.com/SarahLabrotLientz>
- <https://www.linkedin.com/in/labrot/>
- <https://sarahlabrotlientz.github.io/react-portfolio/>

WORK HISTORY

Green Acres Recycling, LLC - UI/UX Designer & Brand Strategist

Savannah, GA • 10/2018 - 05/2021

- Cut 34% from training budget by assuming new project leadership role for branding initiatives.
- Played key role in creating new website and logo to improve client outreach, with 75% improvement in online presence via Google Analytics and \$2M+ in annual revenue.
- Communicated with managing partners to translate project requirements and business objectives into polished user interfaces.

Glimsity - Sr. Copywriter & Creative Consultant

Savannah, GA • 01/2014 - 06/2016

- Blog contributor, video editor and website consultant for video directory and social media platform.
- Responsible for translating video storylines into blog content and social media posts.
- Utilized Google Analytics and Talkwalker to evaluate

in HTML5, CSS3, Javascript, JQuery, Bootstrap, Python, Node js, MySQL, MongoDB, & ReactJS.

Chicago Portfolio School
2008

Professional Development:

Advertising

Studied creative brand messaging based on leading analytics and reporting for digital communications channels, social media, email and more.

Lake Forest College
Lake Forest, IL • 2007

Bachelor of Arts: Sociology
And Anthropology

- Member of [Sociology and Anthropology Honors Society](#), 2004-2007

competitive landscape, determine brand perceptions and identify new digital opportunities by 36% in one month.

Jacobson Rost Advertising - Copywriter

Chicago, IL • 01/2011 - 01/2013

Accounts: Coors Light, Leinenkugels, Azteca Tortillas, Old Wisconsin, United Way, Port Washington State Bank

- Produced original, creative content for promotional advertisements and marketing materials.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Performed social media outreach posts on both informational and promotional topics.

Walgreens E-Commerce - Copywriter

Chicago, IL • 01/2009 - 01/2011

- Launched Walgreen's Photo Website and App.
- Utilized social monitoring tools such as Brandwatch and Talkwalker to curate content.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Authored online display ads, providing click conversion rates of 77%.
- Liaised with content partners to develop short and long-term media outreach strategies.