

Erin Linley

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## **OBJECTIVE**

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To obtain a software development position at a dynamic organization where I can build modern applications and gain further full-stack development and data science experience.

## **CORE SKILLS & QUALIFICATIONS**

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- Recent graduate (May 2018) of the Full-Stack Web Development Bootcamp at Georgia Tech
- Key languages and technologies:
  - Languages: JavaScript, Python, CSS, HTML, SPSS (Statistical Analysis)
  - Full-Stack JavaScript: React, Express, Sequelize, Mongoose, jQuery, Handlebars
  - Databases: SQL, MongoDB, Firebase
  - Additional: Microsoft Excel, Salesforce, Volunteers for Salesforce, WordPress, Pathways Compass (HMIS)
- Strong analytical and problem-solving skills with the ability to accurately identify requirements and recommend solutions
- Keen attention to detail and experience working with large volumes of sensitive data. These responsibilities have included data collection, cleaning, analysis, and reporting
- Experience generating accurate and comprehensive project plans and managing execution with diverse teams
- Advanced conversational and written French

## **EDUCATION**

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**Full-Stack Web Development Bootcamp** – May 2018

Georgia Institute of Technology, Atlanta, GA

**Master of Public Administration (MPA) in Public Health** — May 2015

Georgia State University, Atlanta, GA

**BA International Economics and Modern Languages** — November 2011

Georgia State University, Atlanta, GA

## **EXPERIENCE**

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**Community Outreach Coordinator** — October 2016 to February 2018

### **Living Room**

Manage the entire volunteer lifecycle while providing support for key donor engagement activities

- Verify and analyze donor data to create complex reports and support large scale outreach and fundraising activities (Salesforce)
- Create inbound marketing content (web, social & print) to generate both volunteer and donor interest
- Input and ensure the accuracy of sensitive and mission-critical data, including the deposit log
- Devise and implement processes to support complex donor engagement strategies
- Project plan and supervise logistics for large volunteer and donor events
- Automate operations by proposing and prototyping new solutions (ex. a new, customized CRM workflow for volunteers based on Salesforce)

### **Media & Data Analysis Specialist — May 2016 to October 2016**

#### **United Way of Greater Atlanta (UWGA), Regional Commission on Homelessness (RCOH)**

Managed financial requests and data, while also promoting the United Way and its partner agencies with ongoing inbound marketing

- Validated and inputted client data into the HMIS database (Pathways Compass)
- Collected, validated and managed client financial requests and interfaced with the financial department through the approval process
- Supported fundraising and raised awareness by creating marketing content, including filmed homeless client testimonials for social media and email newsletters
- Interfaced with smaller partner agencies to provide marketing expertise and explore cross promotion opportunities

### **WiLL President's Associate — May 2013 to May 2016**

#### **Women Legislator's Lobby (WiLL) of Women's Action for New Directions (WAND)**

Supported a wide spectrum of lobbying and promotional efforts with research, data analysis, report generation and event planning

- Improved the accuracy of the donor and member databases by locating 3rd party data sources and cross-referencing/validating on an on-going basis
- Managed the registration websites, ensured data accuracy, handled logistics (with multiple vendors), and provided project management for all regional training and biennial national conferences
- Provided ad-hoc reporting and analysis upon request
- Generated "lobby packets" with explainers and reports customized for each targeted legislator to gain their support
- Scheduled and organized events, meetings and national calls with state and federal legislators
- Performed inbound marketing activities, including the publishing of a newsletter, social media engagement, blogging (WordPress)
- Wrote press releases, letters to the editor and opinion editorials
- Developed and presented webinars on developments in nuclear proliferation

## **Georgia State Senate Aide — January 2013 to May 2013**

### **Sen. Nan Orrock, Georgia State Capitol**

Assisted and supported the senator to achieve legislative priorities

- Social media management to ensure media coverage of events, press conferences and important legislative updates
- Gathered and analyzed information relevant to the current legislation and wrote talking points for the senator
- Managed constituent relationships via emails, phone calls and redirecting them to appropriate governmental departments

### **ADDITIONAL COURSE EXPERIENCE**

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#### **Applied Research Methods and Statistics I & Applied Research Methods and Statistics II, Georgia State University, May 2014 to December 2014**

- Data acquisition, data management, and beginning statistics including descriptive statistics, crosstabulation, correlation, regression, introductory inferential statistics, and graphical presentations
- Creation and implementation of survey research, experimental and quasi-experimental designs, sampling, and intermediate statistical techniques including correlation and regression analysis.
- Understanding of ethics of applied research in public administration and urban policy
- Examination of commonly used modeling methods by creating simulation, optimization, time series/causal forecasting, and decision analysis models using SPSS

#### **Program & Analyze Data with Python, University of Michigan (Coursera), December 2017**

- Automate data retrieval, processing and visualization with production ready Python libraries and modern programming techniques

### **INTERESTS & MORE**

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I actively practice Muay Thai and Taekwondo, love crafting origami, and enjoy learning new languages.