

# Flannery Jefferson

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*With a major in English and a minor in Computer Science, I get along with both humans and computers. I am able to build what I talk about and clearly explain how things are built to others.*

## Work Experience



### Digital Strategist | Code + Mortar

October 2015 - Present

**Product Management.** Translating the client's vision to technical requirements. Coordinating between the client and the development team to prioritize scope changes and bug fixes based on business objectives.

**Account Management.** Nurturing client relationships. Getting sign-off on proposed work and incorporating client feedback throughout production.

**Business Development.** Acquiring new clients through a detailed understanding of their requirements and industry. Writing proposals / RFP responses with clear product vision.

**Content Production.** Writing all Code + Mortar marketing content, including copy for the agency's new website. Copywriting for clients who require new online content.



### Product Design & Research | Degreed

June 2014 - February 2015

Hired initially as a summer intern and asked to stay on as a part-time employee while in school. User and product research, data analysis and wireframing, UX design and analysis.



### UX Analyst | BiblioCommons

April 2013 - September 2013

Assistance with user and product research, wireframing and information architecture.

## Education



### B.A. (Major in English, Minor in Computer Science)

2011-2015, University of King's College, Dalhousie University

## Personal Projects

### Urban Applause

<http://urbanapplause.com>

CRUD web app for tracking street artists. Initially built with React, using Firebase database, authentication and hosting services. The second iteration uses Redux, an Express server, JSON web tokens and a PostgreSQL database hosted on Heroku in place of Firebase's services.

## Related Skills

**Technical.** React/JSX, ES6, Redux, JavaScript, Node.js & Express, AJAX, HTML, CSS/Sass, JSON, Webpack, NPM, Babel, API Integrations, PostgreSQL, Firebase, Contentful API, Python (Django).

**Business & Product.** Writing, Technical Requirements Analysis, Account Management, Project Management, Business Strategy, Product Design, User Experience Design.