HANNAH LAEK

DEVELOPER \\ PROJECT MANAGER

📞 (423) 571-4690
✉ hnlaek@gmail.com
📍 Columbus, OH

SKILLS

HTML/CSS
●●●●●○

Adobe Suite
●●●●●○

Javascript/JQuery
●●●○○○

Sketch/Balsamiq
●●●○○○

Ruby/Rails
●●●○○○

Experience with Bootstrap/SASS, Git/Github, React & SQL

Knowledge in Jira, Microsoft Office & Salesforce

Project management

Attention to detail

Strong written and telecommunication skills

Well-organized and able to utilize various tools to maintain organization

Ability to meet tight deadlines and work with urgency

Positive attitude, driven, curious, and willing to learn

EDUCATION

University of Tennessee, Knoxville   2009-2013
B.S. Communications
Major in Advertising, Minor Business

Tech Talent South   2018
Code Immersion/Web Design Bootcamp
Focused on Ruby/Rails, JavaScript, HTML
CSS, and Sketch.

Northeast State   2013
Post-college video courses (Broadcasting and TV Production)

Skillcrush, FreeCodeCamp, Udemy, TechTalent South   Ongoing
Continued education in learning front and back end development

EXPERIENCE

Sept. 2018- Present (Columbus, OH)
Ascena Retail Group | Front End/UX Developer
• Work alongside the UX team at Ascena Retail Group to launch A/B tests for each of their fashion brands' e-commerce sites with a goal to optimize the customer experience
• Utilize front-end web languages (i.e. CSS & Javascript) to build tests, within Adobe Target, according to the brand's provided details/wireframes
• Configure Adobe Analytics into Target to measure the results

November 2014 - May 2018 (Nashville, TN)
StudioNow | Line Producer
• Scheduled video shoots with clients and filmmakers in allotted time frame according to our partners' project scope
• Used communication skills, answer emails and phone calls from clients and filmmakers with urgency
• Served as the middleman between the Associate Producers and other departments such as Operations, Sales, or Dev
• Provided feedback to the Dev team regarding bugs, issues, and ways to help user experience in our platform as well as the customer facing portal
• Handled any escalated shoot issues from clients or filmmakers and lead higher budget pilot projects
• Used strong attention to detail to QA final edits to ensure they meet our partner's standards and walk the client through the revision process
• Kept everyone on budget throughout the project phase and suggest pricing points when needed
• Managed project assets including all deliverables, release forms, etc.

Sept. 2012 - Dec. 2012 (Knoxville, TN)
Ad Sales Marketing Intern | Scripps Networks
• Worked with research team to create marketing one sheets and sales recaps on MS Office
• Used blogspot.com to maintain a departmental blog
• Assisted with any online marketing ideas for HGTV and DIY