

KATY THOMPSON

I've been leading developer and design teams on complex web projects for the past seven years. Over this time, I've worked as a Digital Producer and Data Analyst and have supported my teams with front-end coding and UI/UX design. I'm a few weeks off completing a full-stack coding bootcamp at Monash University, and have maintained a ~97% average to-date. I'm looking to shift into a developer role, as the times throughout my career where I've been most-passionate about projects have always been when I'm coding beautiful interfaces and working with data.

EDUCATION

24-WEEK CODING BOOTCAMP

Full-Stack Web Development

Monash University
Graduating in Nov 2023

MASTER'S DEGREE

Marketing

Melbourne Business School
Graduated 2017

MASTER'S DEGREE

Property (Valuations)

University of Melbourne
Graduated 2014

BACHELOR'S DEGREE

Environments (Property & Civil Engineering)

University of Melbourne
Graduated 2011

CERTIFICATE

Styling & Couture

Melbourne Fashion School
Graduated 2013

TECH & DESIGN PROFICIENCIES

- HTML
- CSS / Bootstrap / Tailwind
- Javascript
- jQuery
- React
- Node.js
- Excel
- Tableau
- MySQL / Sequelize
- MongoDB / Mongoose
- GraphQL
- Craft CMS
- Wordpress
- Figma
- Photoshop
- Illustrator
- InDesign
- Wireframing
- UX Strategy

WORK HISTORY

JUNE 2021 - PRESENT | INFOSYS / WONGDOODY

Senior Digital Producer

I manage a team of developers and designers, working on complex UX and website-build projects, and coordinating website enhancements and bug-fixes for retainer clients.

Achievements:

- Increased annual revenue for all of my retainer clients by between 50-300%.
- Successfully coordinated several web projects for Sydney Symphony Orchestra involving complex Tessitura integrations.
- Known as 'the technical Producer' by our developers.

APRIL 2020 - PRESENT | PLANNER.STUDIO

Founder

PLANNER.STUDIO is my stationery business, specialising in planners with customisable page layouts.

Achievements:

- Designed over 100 unique page layouts.
- Accumulated a pre-launch email database of over 250 individuals who directly requested to be notified when the business went live.
- Designed a typeface, 'Evie Sans', which is used throughout the planners and brand identity. Within a month of publishing, Evie Sans was selected as a 'Staff Pick' on myfonts.com and promoted on the website home page.

NOVEMBER 2016 - APRIL 2020 | PEAZIE

Head of Strategy & Data Insights [May '18 - Apr '20]

Responsible for maintaining Peazie's internal database and for making data-driven recommendations on campaign strategy. I advised both clients and the internal team on how to best grow, enrich and leverage customer and lead databases.

Achievements... **[see over-page]**

KATY THOMPSON

WORK HISTORY CONT.

NOVEMBER 2016 - APRIL 2020 | PEAZIE

Head of Strategy & Data Insights (continued)

Achievements

- Cleaned and restructured Peazie's database to optimise querying efficiency.
- Built an internal insights dashboard, allowing the company to better-understand cross-campaign performance and success drivers.

NOVEMBER 2016 - APRIL 2020 | PEAZIE

Digital Producer [Nov '16 - May '18]

Coordinated the design and development of promotional microsites for major national and international clients. The microsites were optimised for conversion, designed to drive email database and social media growth, generate UGC and boost product sales. I often also worked directly on the design and front-end coding myself.

Achievements:

- Conversion rates for my UX-optimised microsites ranged between 40-60%. The industry average conversion rate for competitions was 12% at the time.
- Developed an algorithm to optimise the 'instant win' mechanic, so the prize allocation process was fairer to entrants.

MARCH - OCTOBER 2016 | BUTERA & COMPANY

Marketing Coordinator / Office Manager

Maternity Leave short-term contract. Coordinated Butera & Company's social media presence, produced EDM campaigns and property reports and assisted with the management of a portfolio of commercial properties.

FEBRUARY 2013 - MARCH 2016 | URBIS

Assistant Valuer

Prepared valuation reports for financial institutions, with a focus on high-end \$10M+ commercial property assets. Additional responsibilities included developing marketing assets such as websites and white papers.

Achievements:

- Coordinated the design and development of a company portal 'Urbis Intel', allowing clients to access marketing material and public IP. This website was later monetised for non-clients.
- Created several automated systems within Excel for the collation and analysis of large databases. These systems resulted in significant time-saving benefits and improved accuracy/reliability for my team.

VOLUNTEER POSITIONS

2015 - 2016 | MELBOURNE BUSINESS SCHOOL

MBS Digital Club - President

Planned and implemented networking events, liaised with industry contacts, maintained the club website and produced flyers and marketing collateral.

2009 | UNIVERSITY OF MELBOURNE

Young Engineers Society - Vice President

Produced flyers and marketing collateral and planned and implemented networking events.

REFERENCES

Available upon request.