Laura Thomas

3050 English Glen Court ▪ Unit #2 ▪ Marion, Iowa ▪ 52302
651.769.7828 ▪ ms.laurathomas@gmail.com

Areas of Expertise

- Development of technological, data-driven solutions for teams to support organizational goals.
- Acquisition, processing, and analysis of organizational and marketing data based on strategic goals.
- Interpretation and instruction of complex technical and data concepts for non-technical audiences.

Professional Experience

Cedar Rapids Metro Economic Alliance – Cedar Rapids, IA   2012 – 2015, 2018 to present
Research and Analytics Specialist

· Analysis and presentation of demographic, economic, and spatial data in succinct, approachable formats for management, staff, and regional stakeholders.
· Management of several databases and their users to maintain accurate data entry, timely updates, and provide analysis and reports for decision making.

Converge Consulting – Cedar Rapids, IA   2017 – 2018
Digital Manager - Analytics | June 2018 – November 2018
Senior Digital Marketing Strategist | October 2017 – June 2018

· Management of projects including discovery, scope, contract, implementation, and completion.
· Development of data architecture and client-facing dashboard template to visualize performance of client's digital marketing campaigns and website traffic.
· Creation and implementation of digital marketing strategies for targeted personas on multiple advertising platforms to achieve client's strategic goals.

MedTouch – Cedar Rapids, IA   2015 – 2017
Digital Marketing Strategist

· Development and programming of dashboard products from RESTful APIs with CSV, XML and JSON data.
· Analysis and presentation of data and campaign summaries for clients and internal team to easily view insights and make informed decisions to support their goals.

Education

Master of Urban and Regional Planning   May 2011
Specialization: Economic and Workforce Development
Hubert H. Humphrey School of Public Affairs, University of Minnesota – Minneapolis, MN

Bachelor of Arts in Political Science   Honors, May 2009
College of Liberal Arts, University of Minnesota – Minneapolis, MN

Technical Skills

- Data Analysis & Visualization - Google DataStudio, Power BI, Tableau, ArcGIS, R, Klipfolio, Excel, Google Sheets
- Database Management - Salesforce, Airtable, Atlas, Zapier, IFTTT, Synchronist, LOIS
- Technology - Microsoft 365, GSuite, VoIP
- Digital Marketing - Google Tag Manager, Google Analytics, Google Ads, Facebook, LinkedIn, Wordpress, Google DataStudio, Mailchimp, Constant Contact, HTML, CSS, JavaScript

Professional and Community Involvement

Area Substance Abuse Council   2020 to present
Board Member

Council for Community and Economic Research   2012 – 2015, 2018 to present
Member

Friendship Force International, Cedar Rapids-Iowa City Chapter   2017 to present
Member

Cedar Rapids Metro Economic Alliance, Cedar Rapids, Iowa   2012 to present
Event Volunteer