

# LAURA HASKELL

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<https://github.com/laurajhaskell>

## EDUCATION

### LC101 STUDENT

LAUNCHCODE

AUG. 2018 – CURRENT

(EXPECTED GRADUATION FEB. 2019)

### BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION

DRURY UNIVERSITY

AUG. 2013 – DEC. 2016

MARKETING MAJOR AND  
DESIGN MINOR

## STRENGTHS

Juggling multiple projects  
and timelines

Creative and analytical  
approach to problem solving

Adapting with innovative  
environments

Persistence when faced with  
obstacles

Clear and effective  
communication

## SKILLS

JavaScript	Python
jQuery	mySQL
React	HTML
Bootstrap	CSS

## EXPERIENCE

### ACCOUNT EXECUTIVE QUARTERMASTER MARKETING MAY 2018 – NOV. 2018

- › Updated client websites using content management systems
- › Managed all maintenance for client websites by working with IT vendors to upkeep domains, hosting and security
- › Concepted and built client eCommerce site to hold 2,000+ commodity products using Shopify platform and manipulated .js and .css files to achieve further customization
- › Collaborated daily with client executives to develop web and marketing strategies, including launch of a new line of 15 products to a wholesaler market of 500+
- › Maintained active project status and timelines for over 20 projects at a time using project management software to meet deadlines
- › Coordinated directly with print vendors on estimates to final print

### EVENT COORDINATOR CERNER CORPORATION MARCH 2017 – MARCH 2018

- › Remapped 14 Cerner Health Conference mobile app icons and over 200 pages of content to improve user experience for 15,000+ attendees, 82% adoption rate (industry benchmark 65%), 90% rated app as satisfactory or higher
- › Managed all app modifications and updates using CrowdCompass platform
- › Developed and implemented guerilla marketing strategies for Cerner associate audience of over 3,000, successfully driving conference registration
- › Produced various printed and digital marketing collateral, working closely with creative services (e.g. signage, presentations)
- › Used Jira project management software to track revisions and communicate with creative team

### DIGITAL CONTENT SPECIALIST DRURY UNIVERSITY AUG. 2014 – DEC. 2016

- › Made all content revisions and updates to website using content management system

## LC101 PROJECTS

### THE AJAXSON 5 - <https://github.com/laurajhaskell/the-ajaxson-5>

- › JavaScript project diving into APIs creating a web page to display GIFs
- › Key tools: JavaScript, jQuery, HTML, cURL, Bootstrap, CSS

### BLOGZ - <https://github.com/laurajhaskell/blogz>

- › Project culminating Python unit using mySQL to store blog data
- › Key tools: Python, mySQL, flask virtual environment, HTML, CSS