

LAURIE HIMMEL

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SUMMARY

Find me at the intersection of creativity and tech. As a passionate developer with a foundation in creative pursuits, I craft innovative digital experiences and problem-solve in unique ways.

TECHNICAL SKILLS

HTML | JavaScript | CSS | Git | Github | Node | Express.js | RESTful API Routing | JSON | React
MongoDB | SQL | Django | Adobe Creative Cloud | Airtable | Asana | Google Analytics
Hubspot | Shopify

SELECT SOFT SKILLS

Project Management | Attention to Detail | Adaptability | Organization | Communication
Quick Learning | Problem-Solving | Cross-Functional Collaboration | Time Management

WORK EXPERIENCE

PROJECT MANAGER

Social House, Inc.

- Accountable for the successful delivery of projects on time and within budget
- Provided strategic direction to project teams as well as tactically handled the day-to-day project operations and communications
- Developed and finalized company's workflow processes for projects across all departments
- Translated workflows for company into Asana and trained all teams on Asana use
- Managed multiple full-service projects simultaneously across multiple clients
- Coordinated cross-functional communication and handoffs across disciplines
- Maintained very strong understanding of client SOWS to ensure deliverables were up to client standards and within company scope
- Assigned, monitored and guided workflow and tasks; including setting daily, weekly, and long-term project goals and report status
- Partner with the Agency's executive management teams to identify new opportunities and build relationships

WORK EXPERIENCE

DIGITAL CONTENT MANAGER

2020-2022

MARKETING PRODUCER + COORDINATOR

2019-2020

Sock It to Me

- Established efficient product management processes, optimizing content creation and product development
- Collaborated with web development team to design and build brand's new website
- Coordinated customer feedback with the web development team, prioritizing consumer experience and implementing necessary improvements
- Led a team of 4 creatives in conceptualizing and producing deliverables for various campaign briefs, including photography, website graphics, social media content, and campaign promotions
- Collaborated with cross-functional teams to develop the Product Lifecycle Management tool, driving successful implementation across 15+ product launches
- Maintained seamless communication and collaboration with sales, operations, and design departments, as well as external stakeholders, ensuring alignment with marketing objectives
- Engaged directly with the CEO and founder to maintain brand voice and messaging consistency, reflecting the core values and identity of Sock It to Me
- Delegated tasks to developers, graphic designers, and marketing coordinators, fostering a collaborative and productive work environment
- Effectively managed cross-departmental calendars to synchronize marketing campaigns and translated marketing schedules into engaging and impactful campaigns
- Pioneered and led a task force focused on establishing initiatives, internal systems, and accountability measures to foster inclusivity and diversity within the organization.

EDUCATION

GENERAL ASSEMBLY

Remote

Software Engineering Immersive

October 2023

Full-stack software engineering immersive student in an intensive, 12-week, 480+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies. Developed a portfolio of individual and group projects.

BOULDER DIGITAL ARTS

Graphic Design Certificate Program, After Effects Certificate Program

NEW YORK UNIVERSITY

BFA, Drama