

# LIZ JEWELL

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**Design Thinker | Full Stack Developer | Business Strategist**  
Here to code a better future.



## KEY SKILLS

Design Operations  
Agile/Scrum Development  
Leadership & Org Development  
Facilitation & Training  
Product Management

InVision, Sketch, Adobe  
Responsive Design  
UX/UI Strategy  
User Stories & Wireframes  
Data Visualization

HTML, CSS, SASS, Bootstrap  
JavaScript  
AngularJS, NodeJS, ReactJS  
SQL, PostgreSQL, MongoDB  
Ruby, Ruby on Rails

## EXPERIENCE

### Senior Digital Strategist

GMMB

October 2017 - Present | Seattle, Washington

- Work with creatives, developers, and client-facing account staff to launch and scale digital products that contribute to healthier kids, better communities, fairer laws, and elected leaders who will drive our society forward. Clients include the Bill and Melinda Gates Foundation, ClimateWorks, Chemonics, the LOR Foundation, the Pritzker Children's Initiative, and the Washington State Department of Health.
- Lead and shape internal culture through design thinking training and process improvement, launching scalable design systems and corresponding developer component library, and automate routine processes to enhance speed and quality.

### Web Development Immersive Student

General Assembly

June 2017 - September 2017 | Washington D.C.

- Built and deployed five full-scale web apps using the latest front- and back-end programming languages, tools, and methodologies including HTML5, CSS3, SASS, Javascript, jQuery, PostgreSQL, MongoDB, Ruby, Ruby on Rails, AngularJS, NodeJS, ReactJS, Redux, Three JS, Wordpress, Jasmine, RSpec, Git, Github, Agile/scrum, wire framing, user stories/requirements planning, and test driven development.

### Futurist & Executive Advisor

Toffler Associates

October 2014 – June 2017 | Washington D.C.

- Led \$50 Million contract and used design thinking to transform client's internal and external operations, define a business intelligence strategy, and unify the executive leadership team.
  - Implemented Tableau software, established quarterly program health reviews, defined strategic operating cadence, and published first ever agency-wide strategic plan.
  - Built intranet collaboration portal for dispersed team including announcements, calendar, document storage and editing, and custom views based on progress against master schedule.
  - Established nationwide virtual working groups aligning remote staff to foster best practices, troubleshooting of common issues, relationship development, and cross-silo collaboration.
  - Streamlined client process by developing digital ticket tracking tool to use across 9,000 facilities nationwide. Reduced average cycle time from 9 months to 35 days. Received a DHS Excellence Award for Program Management and Process Improvement.
- Supported firm-wide launch of Yammer and Microsoft OneDrive, led web-based Learning & Development, and was Communications Lead for Community Engagement Team.

## Digital Strategy and Communications Manager

Booz Allen Hamilton

May 2010 – October 2014 | Washington D.C.

- Led teams of consultants for federal and commercial digital media, social marketing, and change management campaigns. Projects included:
  - Launch of HealthyWomen.org (named to Forbes Magazine "Top 100 Sites for Women")
  - Launch of Intelligent Transportation Systems Connected Vehicles Program
  - Virtual Training Lead for Veterans Affairs IT Workforce Development
  - Digital Lead for U.S. Navy Health Promotion & Wellness Campaign (won Bronze at the 2014 League of American Communications Professionals' Magellan Awards)
  - Communications Manager for Military Health System Patient Safety Improvement Program
  - Web, Social, and Event Strategist for Integrated Public Alert & Warning System Launch
  - Project Manager for Platform for Public Engagement on Mental Health
- Earned 2 back-to-back promotions and received 8 performance awards including 2 Booz Allen Excellence Awards, "the highest honor, recognizing the best of the best in the firm."

## Owner and Independent Consultant

EGH Web & Communications Consulting

May 2004 – Jan 2010 | Atlanta, GA

- Web and communications consultancy delivering brand strategy, product design, and technology training to enable growth for more than 30 corporate and nonprofit clients in Atlanta area.
  - Clients included Emory Healthcare, Race Against Domestic Violence, 360 Venture Law, ESPN College GameDay, Georgia Institute of Technology, and Harry Norman Realtors.
  - Designed and developed websites, graphics, and marketing materials including advertisements, promotional videos, and email marketing.
  - Led corporate training sessions and created how-to guides to leave clients empowered to maintain their own brand identities.
- Served as one of 10 on Emory Healthcare's Social Media Advisory Board.

## Events & Marketing Coordinator

Dell SecureWorks

May 2007 – June 2008 | Atlanta, GA

- B2B and B2G sales lead generation and management for intelligence-driven security-as-a-service solutions. Implemented Salesforce CMS, created print and digital ads, designed and produced branded marketing items, authored marketing content and schedule, planned and executed events from hospitality suites to full annual conferences, and managed attendance and lead generation for ~100 trade shows across the country each year.

## EDUCATION

General Assembly

Full-time Web Development Immersive

Smartly MBA Program

Masters of Business Administration

Georgetown University

Graduate Certificate in Digital Media Management

*Capstone Project:* Volkswagen Digital Media Campaign

*Project Lead:* Whole Foods Market Viral Hashtag Campaign

Georgia Institute of Technology

B.S. Science, Technology & Culture, Concentration: Media Studies

Full Academic Scholarship and graduated with High Honors

Pacific Study Abroad Program to Australia & New Zealand