

# LIZ JEWELL

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## KEY SKILLS

HTML, CSS, SASS

JavaScript

AngularJS, NodeJS, ReactJS

PostgreSQL, MongoDB

Ruby, Ruby on Rails

Python & Java

Full Adobe Creative Suite

UX/UI Strategy & Design

Agile/Scrum Development

Product Management

Social Media Marketing

Data Visualization

Google Analytics

Facilitation & Training

Leadership & Org Development

## EXPERIENCE

### Web Development Immersive Student

General Assembly

June 2017 - Present | Washington D.C.

- Immersive 500-hour full-time and full-stack web development program providing experience with the latest front- and back-end programming languages, tools, and methodologies. Projects included:
  - *"Wotter You Know"* - Interactive trivia game about otters using HTML, CSS, and JavaScript. Features include randomized selection of questions, timer-based scoring, and responsive design.
  - *"Ramen Shaman"* - App for ramen lovers built with Ruby on Rails, Yelp Fusion API, and PostgreSQL. Features include full CRUD functionality for 7 data models, user sign-up and authentication, custom favorites/profiles, and mobile-first design.
  - *Project 3* - Single page web app allows users to explore The Met's open collection of artworks built with AngularJS, Ruby on Rails, The Met API, PostgreSQL, JavaScript, Masonry Display. Features include filter art by category, search thousands of artworks by keyword, "View More" button to prevent infinite scroll, loading screen, view/add reviews to art
  - *Project 4* - A global photo mapper that allows users to explore the world through photos. Built with MongoDB, Express, React with Redux, Node.js, Google Places API, Filestack API + Custom Uploader, Three.js. Features include Upload, crop, rotate, and filter photos, geotagging with Google Places search, additional details form, redux fetch photos from backend API, plot by latitude and longitude on Google Maps.

### Futurist & Executive Advisor

Toffler Associates

October 2014 – June 2017 | Washington D.C.

- Led \$50 Million 5-year contract to help our client transform internal operations, define a business intelligence strategy, and build an executive leadership team. Projects included:
  - Tableau software implementation, 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.
  - 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, saving \$125 Million annually.
- Launched Yammer capability and Microsoft OneDrive for entire firm, 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

- Founded web and communications consultancy delivering brand strategy, product design, and technology training to enable growth for more than 30 corporate and non-profit clients in Atlanta area. Managed email marketing campaigns including A/B testing, created logos and brand identities, redesigned dozens of websites, and implemented Google Analytics.
- Clients included Emory Healthcare, Race Against Domestic Violence, 360 Venture Law, ESPN College GameDay, Georgia Institute of Technology, and Harry Norman Realtors.
- Served on Emory Healthcare's Social Media Advisory Board, a group of 10 experts from across the country coaching Emory Executives on how to use social media in healthcare while respecting HIPAA guidelines and PII.

## **Events & Marketing Coordinator**

Dell SecureWorks

May 2007 – June 2008 | Atlanta, GA

- Focused on B2B and B2G sales lead generation and management for intelligence-driven security-as-a-service solutions.
- Supported implementation of 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