LAURA WITHERSPOON

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Front-end website developer and designer with extensive knowledge of HTML5/CSS3, Javascript/jQuery, basic server-side scripting, and a variety of content management systems, web analytics, and digital media strategies. I've been involved in the redesign and management of many corporate and personal websites and have a solid understanding of how UI/UX, information architecture, and analytics work together to optimize the user experience. I am comfortable with both technical and customer-facing messaging, allowing me to communicate effectively with programmers, stakeholders, and end-users. I'm looking for a career that will allow me to creatively express myself while producing the best possible experience for the user.

PROFESSIONAL EXPERIENCE

Sr. Web Developer ·· **Nov. 2014 - Present**

NRECA. Design, code, and maintain internal and external websites for NRECA and ensure they meet business goals by troubleshooting and administering the sites according to user requirements.

Marketing Coordinator ·· **Oct. 2013 - Nov. 2014**

The Knowland Group. Plan and manage all marketing strategies to drive increased website traffic, lead generation, customer engagement and improve digital experience. While managing the website, I initiated and implemented the migration of the static multi-lingual corporate site to the Drupal 7, which included coding a custom Drupal theme using HTML/CSS and PHP, migrating content, and regression testing the site for production. This shortened the content cycle from several weeks to a couple hours.

Website Manager and Marketing Assistant ·· **Feb. 2013 - Oct. 2013**

Acumatica. Responsible for all website changes and web conversion rates, and managed requests from content owners to update website styling and content. I also created weekly reports analyzing the performance data of the marketing department, optimized UI/UX of landing pages, drafted email scripts and HTML templates for various nurture campaigns, and supported the Digital Marketing Manager with daily operations. I was heavily involved in the website redesign, and once fully migrated, I assumed management of the website UI/UX optimization and worked directly with internal shareholders and developers to implement solutions to increase sales-ready leads and improve user experience on the website.

Program Assistant ·· **Summer 2012**

JMU Office of International Programs. Helped the program director develop and carry out events for the students in Paris and served as translator for the program. I also organized and regularly distributed information, supplies, and emergency items.

TECHNICAL SKILLS & CERTIFICATIONS

Technical Skills and Abilities:
Extensive experience in PC, Mac and Linux environments Web development:

- Advanced HTML, CSS, Bootstrap framework
- Intermediate jQuery, Javascript, PHP
- Basic SQL queries and navigating databases
- Graphic Design:
    - Adobe Photoshop, Illustrator, InDesign
- Typing speed of 80 words per minute

Professional Experience with Technical Software:

- Content Management Systems:
    - Expression Engine, Drupal, WordPress, SharePoint
- JIRA, Axosoft Agile Project Management Software
- Google Analytics and Google Adwords
- Marketing Automation Systems:
    - Pardot, HubSpot (Inbound Marketing Certified)

EDUCATION & HONORS

George Mason University: *Master of Arts, Global Affairs,* *May 2014*
Concentration in Global Economics and Development - 3.8 GPA
Completed 50 page paper analyzing Poland & Russia's transitions to market economies

James Madison University: *Bachelor of Arts, Modern Foreign Languages,* *May 2012*
Concentration in French, Minor in Russian - 4.0 GPA in Major and Minor Coursework

Member, Phi Beta Kappa Honor Society, elected 2012

Treasurer, Mason Global Affairs Student Organization, 2012-2014

Treasurer, Phi Beta Delta Int'l Honor Society, 2011-2012