

{LAUREL MORRISON}

SOFTWARE DEVELOPER



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EDUCATION

Nashville Software School

February - August 2021

Full Stack Development

Roanoke College

2011 - 2015

BBA in Marketing and

Global Business

SKILLS

- HTML, Javascript and React
- CSS, Bootstrap and Material UI
- GitHub
- JSON
- C# and .Net
- SQL Database
- Visual Studio
- Firebase and Heroku

OVERVIEW

I recently made the jump from working as a project/account management at advertising agencies to software development. I'm hoping to combine my love of process and creativity, with the constantly evolving world of code. I have always enjoyed breaking things down, now i'm ready to create.

TECHNICAL EXPERIENCE

NASHVILLE SOFTWARE SCHOOL

NSS is a six-month intensive, full stack software development bootcamp focusing on:

- Front-end development with HTML, CSS, Javascript and React framework
- Server-side development with C# language and the .NET stack
- Web application development and design
- Application deployment and management

PROJECTS

TRAVELMATCH

Github.com/LaurelMorrison/capstone-TravelMatch

TravelMatch will allow users to fill out a vacation questionnaire, in order to match the user with a list of ideal vacation destinations based on their criteria. The app also allows you to store all of your trip planning details in one place.

- Goal: Develop an app that I'm passionate about while learning more on React, implementing a quiz/input forms, data sorting and styling with Material Ui.
- Tech Used: React JS, HTML, CSS, Figma, Dbdiagram, Formik, Material Ui

GIFFYGRAM

Github.com/LaurelMorrison/demo-giffyGram

Inspired by Schitt's Creek, this site allows you to relate all things to GIFs from the show. There is a Moira for any situation. Giffygram was a learning opportunity on implementing CRUD and understating data relationships.

- Goal: Utilizing an ERD with many-to-many relationships, build a social app where a user can like, comment and post GIFs.
- Tech Used: Javascript, HTML, CSS, Figma, Dbdiagram

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GROUP PROJECTS

REACTIVE NUTSHELL

[Github.com/LaurelMorrison/groupDemo-reactiveNutshell](https://github.com/LaurelMorrison/groupDemo-reactiveNutshell)

Nutshell is an app for people to use to organize their daily tasks, events, news articles, friends, and chat messages. Our team of four created the app utilizing React framework and CRUD functionality to fulfill specific 'client' requests.

- My Responsibilities: Homepage, Task page and pair programmed the message section
- Tech Used: React JS, HTML, CSS, Figma, Dbdiagram

WORK EXPERIENCE

SENIOR PROJECT MANAGER/ACCOUNT EXECUTIVE

The Variable | Winston-Salem, NC | September 2018 - February 2021

- My role was to represent the agency to the clients and be an advocate for the client within the agency. From creative briefs to campaign reporting, I worked with the team to deliver the best possible work to exceed client expectations. By understanding the client needs, I helped identify key opportunities/challenges to bring back to the agency to come up with creative and strategic solutions.
- Clients: Frigidaire, Nestle, Advance America

ACCOUNT MANAGER

Ogilvy New Zealand | Wellington, NZ | January 2016 - April 2018

- I managed the day-to-day account relationships of several New Zealand government clients. We delivered results-driven and award-winning integrated campaigns that helped educate and change behaviors of NZ public.
- Clients: NZ Energy Efficiency and Conservation Authority (EECA), NZ Police, Public Trust

ACCOUNT COORDINATOR

West Cary Group | Richmond, VA | June 2015 - July 2016

- I helped identify opportunities and best ways to reach audiences to build on our client partnerships. My responsibilities included managing the implementation of clients' complete marketing plans on a wide-range of mediums.
- Clients: Capital One, Allianz, Richmond Government, Economic Development Authority

ACCOUNT SERVICE

Robertson Marketing Group | Roanoke, VA | May 2013 - May 2015

- I assisted with the creative merchandising ideation for several Fortune 500 clients. I worked on fostering and growing client relationship by coming up with inventive ways to reach target audiences through collateral in order to best achieve the objectives and represent their brand.
- Clients: Showtime, Google, Cisco, UPS