

# {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 and SQL Database
- C# and .Net
- 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

#### PRESNET

Github.com/LaurelMorrison/capstone-Presnet

A website built to remember events (birthdays, graduations, etc.) and make gift giving easy. From a wish list to the person's stats/sizes, this app stores all your friend's info to make it easy to celebrate your loved ones.

- Goal: Building an app to showcase full-stack with CRUD capabilities and authorization, along with the setting up programmatic notifications for upcoming events.
- Tech Used: C#, React, Bootstrap, Twilio, Figma, Dbdiagram

#### 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

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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