

Laura Sammons

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Objective

I am seeking the opportunity to apply my web development skills to help a team of developers succeed in building excellent modern websites and applications using the smartest mix of tools and techniques and a commitment to quality, customer satisfaction, and great finished product.

Summary of Qualifications

- Proven skills and experience to translate a client's vision into a working website.
- Strong verbal and written skills to communicate clearly with technical and non-technical people alike.
- Excellent organization, time, multi-tasking, and project management skills.
- Thrives in a challenging, fast-moving, team-oriented, and collaborative environment.
- Generalist with customer service, marketing, and technical writing experience.

Technical Summary

- Programming/Markup Languages: HTML5, XHTML, CSS, JavaScript, jQuery, PHP, MySQL, Markdown.
- Visual Design/Prototyping Tools: Sketch, Photoshop, Illustrator.
- Tools/Skills: VSC, Atom, Git, GitHub, Sass, Babel, Grunt, Gulp, Hand-Coded Markup to Bootstrap, UX/UI, Flexbox/Grid RWD CSS Layouts, SEO, Accessibility, Analytics, Dev Tools/Debugging, Code/X-Browser testing.
- Development Approaches: LAMP, Node.js, npm, WordPress and Drupal CMS; experience with React and JSX.

Professional Experience

Freelance Web Design and Development

Laura Sammons Web Design and Development

June 2008 – Present

Seattle, WA

Freelance web business focused on creating websites tailored to needs of small-business clients.

- Websites custom built using easy-to-manage content management systems: WordPress and SquareSpace.

Web Developer

The Permanente Medical Group Regional Laboratory

November 2013 – April 2016

Berkeley, CA

Kaiser Permanente is an integrated managed care consortium; the TPMG Regional Lab is the San Francisco Bay Area's specimen testing laboratory supporting the region's doctors, medical centers, and patients.

- Created, maintained, updated pages on "LabLink" intranet website and related software applications: a custom PHP/MySQL-based portal for sharing laboratory assay information with tools and resources for clients to gather and share information. Pages included dynamically updated reports and static pages.
- Responsible for keeping track of and adhering to project schedules and delivery dates; consistently promoted code on time and to spec through the various stages of development.
- Tested and debugged web sites, following quality assurance procedures and best practices.
- Worked on team of developers to create and deliver custom applications for internal clients, participated and collaborated remotely from Seattle using WebEx, phone, and email; team used Agile Methodology.
- Wrote and distributed technical and functional specification documents for LabLink web sites and applications; created UML diagrams mapping database design and connections to apps.
- Used version control workflow for all development and production code (Apache Subversion).

Tutor - Introduction to Web Programming Course

Code Fellows, LLC

August – September 2015

Seattle, WA

- Responsible for coding mentorship of 12 students enrolled in beginner's programming course.
- Assisted students one-on-one, helped with troubleshooting, code reviews, feedback and assignment grading.

Front-End Web Developer

Global Wine Company Inc

May 2013 – June 2013

San Rafael, CA

A wine club fulfillment service providing fine wine curation and eCommerce wine websites for outside clients.

- Built out front end styles and interactivity on proprietary eCommerce CMS using CSS, JavaScript, and jQuery.

Front-End Web Developer

Swedish Medical Center Foundation

October 2011 – December 2012

Seattle, WA

The Swedish Foundation is the charitable foundation arm of the largest nonprofit hospital in the Pacific Northwest, focused on community health, primary treatment, and research.

- Developed new pages and content for four customer-facing Drupal websites and served as content expert integrating new features, functions, and content delivery strategies. Implemented design and code updates for the ASP.NET-integrated back-end event/donation pages (BlackBaud Net Community: BBNC).
- Wrote and fielded Request For Proposal for new ASP.NET donation website, project managed through launch.
- Created monthly Google Analytics report, resulting in improvements that increased overall performance of promotions and donations.
- Enrolled and was awarded Google Grant for Non-Profit Organizations, launched and managed 20+ Google AdWord campaigns sending an average of 10% new visitor traffic to all web sites over 8 month period.

Digital Marketing and Promotions

Sarathan Records

April 2007 – October 2008

Seattle, WA

Sarathan is an independent record label which represents, promotes, and distributes the music of indie bands.

- Created Google AdWords campaigns for label artist promotions, improving click-through rates by 38% overall.
- Established affiliate marketing sales agreements for label artists with digital distribution companies.
- Analyzed affiliate sales results and increased the expansion of digital revenue streams.
- Created and developed artist promotion marketing strategies for social networking, bloggers, podcasters.

Marketing Research Coordinator/Customer Service Manager

Amazon.com

January 1997 – January 2000

Seattle, WA

- Managed in-house user experience/user interface testing: conducted 23 user groups a month with average of 10 participants per session. Created and fielded primary research email surveys, a benchmark customer sentiment survey, and competitive analysis marketing reports. Wrote and distributed all summaries.
- Front-line customer service representative, promoted to manager. As manager, maintained and improved performance of 30+ customer service representatives. Part of department's continuous improvement in quality during tenure as manager, creating new ways to handle service for growing customer volume.

Education/Professional Development

- Code Fellows, Full-Stack JavaScript short course, Seattle, WA 2015
- W3C Conference for Web Professionals, San Francisco, CA 2013
- Seattle Central College, Web Development and Design Certificates, Seattle, WA 2008 – 2012
- St. John's College, Bachelor of Arts, Liberal Arts, Santa Fe, NM 1993