

Laura Mazzuca

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Skills Summary

HTML & CSS	Bootstrap	Javascript	jQuery	Node.js
Wordpress	PHP	Shopify	Liquid	SEO
SQL	Tableau	Python	Github	Power BI

Education

University of Tampa / 2012-2016

B.S., Mathematical Programming / Digital Art Minor

UT Dean's Scholarship 2012-2016. Member of UT Spartan Programming Club.

Udacity / Nanodegree, React.JS

2018 Google Developer Challenge Scholarship recipient.

Experience

Front-End Development, Data Analytics

Live Marketing / Jan 2017- Present

- Lead developer for all Shopify and Wordpress clients.
- Completed detailed programming and front-end development tasks for internal websites.
- Designed and developed internal dashboards to measure campaign effectiveness.
- Worked with product manager and designer to understand user needs and developed products that answered those needs.
- Defined and reported on relevant KPIs to make actionable insights on products and campaigns..
- Produced web analytics reports in Excel, Tableau, and Google Analytics.
- Collaborated with internal teams using data visualization techniques to measure campaign effectiveness.
- Primary developer for all responsive email campaigns.
- Created dynamic post-click landing pages to maximize conversions.
- Determined audience's intent and needs to improve user experience.
- Identified and corrected long-standing process procedures that accounted for missed opportunities in direct email marketing, potentially impacting client profits.
- Developed detailed step-by-step guides for creating, testing, tracking, and dispatching email, digital, and print campaigns.
- Provided quality control oversight including but not limited to grammar, spelling, punctuation, colors, number values, disclaimers, dealer details, brand guidelines, and logo specifications for each campaign. This reduced errors and improved campaign quality.

Web Development & E-Commerce Development, Data Analytics

Freelance / Apr 2015- Present

- Developed & Maintained Shopify stores and Wordpress websites for local companies
 - Met with clients to understand products, services & target audience.
 - Developed website & functions layout.
 - Designed graphics including product illustrations for the website.
 - Implemented online marketing and promotional strategies.
 - Worked with companies to update & improve functionality in their Shopify sites.
 - Reported on site analytics to improve marketing efforts.