LAURA MAZZUCA

FRONT-END WEB DEVELOPER

LM

Contact

Laura Mazzuca
(508) 273-6436
Laura@codemazzuca.tech
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CodeMazzuca.tech

Skills

HTML & CSS

Javascript

Bootstrap

Adobe Creative Suite

Responsive Emails

MD Bootstrap

Currently Studying

React.JS, SQL

EDUCATION

2012-2016 University of Tampa
Bachelor of Science, Mathematical Programming
Minor: Digital Art
UT Dean's Scholarship 2012 – 2016
Dean's List, Fall 2012, Fall 2013
Member of UT Spartan Programming Club
Society Presidential Member of The National Society of Leadership & Success

2018-Current Udacity
Nanodegree, React
2018 Google Developer Challenge Scholarship recipient

EXPERIENCE

Jan 2017-Present

Web & Email Development, Graphic Design

- Created over 300 stunningly creative, timely, and accurate print and email campaigns.
- Designed visually captivating digital media to meet the high quality, detail oriented graphic requirements for over 15 automotive dealerships each with at least 15-20 brand specifications.
- Developed detailed step-by-step guides for creating, testing, tracking and dispatching email and print campaigns.
- Reduced errors and improved campaign quality.
- 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.
- Primary developer for all responsive and non-responsive e-mail campaigns. Meticulously developed, tested, and uploaded data files using required analytic codes to track all digital campaigns. Identified and corrected long-standing process procedures that accounted for missed opportunities in direct email marketing results potentially impacting client profits.
- Completed detailed programming and development tasks for front end public and internal websites

Apr 2015-Present

Freelance, Web Development & Graphic Design

- Created website for American Legion Post 280 increasing visibility in the Cape Cod area
- Worked with Airman & Family Readiness Center creating numerous flyers and visuals for job fairs and informational classes for veterans