

NICHELLE HAYES

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<https://codechelle.github.io/>

PROFESSIONAL PROFILE

Customer service and support experience. Excellent oral and written communicator with the ability to research, collect data, conduct analysis, and report results. Exercise time management and efficient planning to execute tasks and complete projects. Experienced in troubleshooting mobile and home devices.

EDUCATION

Bishop McNamara High School

Magna Cum Laude, May 2015

University of Maryland University College

Anticipated Graduation: Late 2020

- Major in Digital Media & Web Technology
- National Society of Collegiate Scholars

CERTIFICATIONS

IT Support Professional Certificate *Google*

April 2020

Responsive Web Design Certificate *freeCodeCamp*

January 2020

WORK EXPERIENCE

American Association for the Advancement of Science

Communications & Web Development Intern

Oct. 2019 – Present

- Working on a web page project to honor supporters, partners and donors
- Rebuilt content for the two company websites using Drupal
- Created & constantly updating content on both websites
 - Over 30+ articles, newsletters, blog posts, & podcasts
- Constructed blast emails containing newsletters and updates for consumers using Marketo
- Written technical documents for the site's solutions page
- Collected and analyzed data pertaining to social media engagement
- Attended staff meetings to assist in department's web presence & social media presentation
- Organized excel spreadsheets to display data and present charts
- Completed photoshop project for social media blasts
- Built & scheduled 20+ social media posts using Facelift

H&M Sales Advisor

Jun. 2017 – Oct. 2019

- Lead team in boosting loyalty membership enrollment, which increased converted purchases by 30% or more every week raising the estimated profit (sales goal)
- Managed a team of 8-10 people at a time
- Trained seven employees
- Facilitated 25 department moves involving garment rotation, proper back-stock routines, and detailed garment care & presentation
- Constantly retaining knowledge of new products, sale goals, and campaigns

CLRA Group, LLC.

Executive Administrator

Aug. 2016 - Mar. 2017

- Managed clients, businesses and individuals, with saving money on insurance and benefits programs
- Made over 300 calls a day to book appointments with business owners to present product
- Designed a PowerPoint presentation for business meeting with Kaiser Permanente
- Enroll clients in programs (Benefits Counselor)
- Facilitated with closing deals on open accounts
- Administrative & executive detail

Social Media & Marketing Intern

May 2016 – Aug. 2016

- Created and edited 20 videos with fun, informative content about insurance and benefits for company's social media following
- Made over 300 calls a day to book appointments with business owners to present product

Mid-Atlantic Equity Ventures, LLC. Website Designer

Jun. 2011 - Aug. 2011

- Designed an interactive prototype company website using Weebly to create a safe space and provide resources for teens.

SKILLS & PROFICIENCIES

- Office Suite products, including Excel, PowerPoint, and Word
- Adobe Suite Products & Creative Cloud including Photoshop, InDesign, Adobe Animate, and Illustrator
- HTML, CSS, & JavaScript (React & Node); Familiar with Java, Python & C
- MAC & PC Operating Systems (mobile and home devices)
- WordPress
- PHP
- Drupal
- Marketo
- Facelift, social media management software
- User of Salesforce & Google Admin

RELEVANT COURSEWORK

- Principles of Web Design I (HTML & CSS)
- Introduction to Problem Solving and Algorithms (Python & C)
- Introductory Programming (Java)
- Fundamentals of Electronic Publishing
- Advanced Electronic Publishing
- Image Editing
- Illustration Graphics
- Advanced Technical Writing