



Lora Rose

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MARKETING

Adobe CC • Google Analytics • AdWords • SMO/SEO • Creative Mindset
Community Building • Multivariate Testing • Attributions • KPI &
Target Assessment • Segmentation • Email Marketing • Copywriting

ENGINEERING

Full Stack: Python • JavaScript • AJAX • D3.js • HTML/CSS • Jinja2
Bootstrap • Git/GitHub • SQL • APIs • Linux/Ubuntu • Vagrant • Heroku

PROJECTS

Github Repositories • <http://github.com/aroseartist>
Including various hackathon and personal projects underway

EDUCATION

Software Engineer	Hackbright Academy
Master of Science Marketing	Southern New Hampshire University
Bachelor of Psychology	Arizona State University

ACTIVITIES

Change Catalyst • Marketing Volunteer
Tech Inclusion Conference • Volunteer Coordinator
Hackbright Academy • Alumnae Ambassador
AIDS Lifecycle • Roadie Volunteer

EXPERIENCE

ARA MARKETING • MARKETING CONSULTANT

NOV 2014 - JUL 2016

Build social media calendar, posts, promotions, and paid campaigns across social media platforms and blogs. Engage community through promotions and giveaways to leverage influencers of target demographic. Leverage reporting, metrics / analytics, and best practices to deduce outcome implications and changes.

VEGANILY • MARKETING MANAGER (INTERN)

NOV 2015 - FEB 2016

Conduct keyword research, optimize onsite content and online placements for link building efforts. Foster working relationships with Bloggers, online media outlets, and key social media influencers. Expedite community outreach via metric outcomes and the cultivation of collaborating partners and affiliates. Create ad budget and campaign placement recommendations.

OPERATION DIGNITY • OUTREACH SPECIALIST

NOV 2013 - OCT 2015

Increase client access to services through public relations outreach with community leaders. Identify opportunities for reaching target audience by revitalizing online/print media and through the collection and interpretation of data to modify outreach. Develop annual editorial calendar and promote corporate brand awareness.

DATA COORDINATOR & ANALYST

APR 2005 - NOV 2013

Train, manage, and motivate staff across six programs to harness client data and support statistical reliance. Streamline communication best practices between teams by producing weekly reports with actionable items.

SOUTH BAY PRODUCTIONS • MANAGER & EVENT PRODUCER

JUN 2005 - JUN 2010

Create a community event center: writing policy manuals, develop brand and marketing campaigns. Recruit, train and maintain a structured crew of volunteers to generate education and event production.