



LARA WHATELEY

PRODUCT MANAGEMENT / WEB DEVELOPMENT

ABOUT ME

Multi-talented **Product Manager** and **Web Developer** with an Entrepreneurial spirit. Creative and Responsive Web Design. Captivating **Public Speaking**. Strong Social Media presence. **Lean Startup** and **Agile Methodology** friendly. Willing to relocate. Plays well with others.

EDUCATION

RAILS DEVELOPMENT
TREEHOUSE
ORLANDO, FL
2015

WEB DEVELOPMENT
DASH AT GENERAL ASSEMBLY
NEW YORK, NY
2015

PRODUCT MANAGEMENT
GENERAL ASSEMBLY
NEW YORK, NY
2014 - 2015

HISTORY / MUSIC PERFORMANCE
NEW JERSEY CITY UNIVERSITY
JERSEY CITY, NJ
2000-2010

TECHNICAL SKILLS

HTML5
CSS3
JQUERY
JAVASCRIPT
BOOTSTRAP
PHOTOSHOP
MS OFFICE

PROFESSIONAL SKILLS

WEB DEVELOPMENT
BUSINESS CONSULTING
AGILE METHODOLOGY
LEAN STARTUP

CONTACT ME

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Owner / Operations Manager **2009 - Current**
Uptown Dogs of Jersey City **Jersey City, NJ**

- Operating and maintaining of one of Jersey City's largest dog walking and pet sitting services.
- Route planning and demographic market research based on local pet adoption and real estate trends.
- Managing a team of independent contractors and over 150 current clients.
- Payroll, book keeping, social media marketing, web design and maintenance, promotional materials, and advertising.

Business Consultant / Web Development **2001 - Current**
CM Consulting **Jersey City, NJ**

- Constructing business plans, viable content, and web templates for businesses, bloggers, and artists.
- User friendly content management system building.
- Teaching business strategy and market research techniques to clients based on customer and user needs.
- Logo and graphic design for eye catching websites and marketing materials.

Independent Coach **2014 - Current**
Team Beachbody **Remote, USA**

- Multilevel marketing, suggestive selling, and building clientele through digital communication methods and user surveys.
- Hosting challenge groups through Facebook and Beachbody's interface for customer success to achieve their goals.
- Maintaining customer sales of Shakeology and Beachbody video workout programs to meet monthly quotas.
- Generating new leads through Instagram, Facebook, Twitter, public events, and in-person marketing efforts.

Assistant Manager / Marketing and Design Coordinator **2007 - 2010**
Art Ko-Op LLC. **Hoboken, NJ**

- Inventory analysis, employee assessments and morale maintenance, profit and loss margins, and customer surveys.
- Designed website, marketing materials, menus, advertisements, and maintained the company social media accounts.
- Payroll and bookkeeping, purveyor accounts, art gallery events and live entertainment booking.

Neighborhood Expert / New Hire Trainer **2004 - 2012**
Doherty Enterprises **Allendale, NJ**

- Trained new employees at multiple Applebee's restaurants in the Tri-State Area.
- Conducted new employee assessments, taught suggestive selling techniques, managed front and back of house staff.
- Worked on occasion with the corporate office on Positouch user interface experience updates.