

Laura Thomas

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Areas of Expertise

- Development of technological, data-driven solutions for teams to support organizational goals.
- Acquisition, processing, and analysis of organizational and marketing data based on strategic goals.
- Interpretation and instruction of complex technical and data concepts for non-technical audiences.

Professional Experience

Cedar Rapids Metro Economic Alliance – Cedar Rapids, IA

2012 – 2015, 2018 to present

Research and Analytics Specialist

- Analysis and presentation of demographic, economic, and spatial data in succinct, approachable formats for management, staff, and regional stakeholders.
- Management of several databases and their users to maintain accurate data entry, timely updates, and provide analysis and reports for decision making.

Converge Consulting – Cedar Rapids, IA

2017 – 2018

Digital Manager - Analytics | June 2018 – November 2018

Senior Digital Marketing Strategist | October 2017 – June 2018

- Management of projects including discovery, scope, contract, implementation, and completion.
- Development of data architecture and client-facing dashboard template to visualize performance of client's digital marketing campaigns and website traffic.
- Creation and implementation of digital marketing strategies for targeted personas on multiple advertising platforms to achieve client's strategic goals.

MedTouch – Cedar Rapids, IA

2015 – 2017

Digital Marketing Strategist

- Development and programming of dashboard products from RESTful APIs with CSV, XML and JSON data.
- Analysis and presentation of data and campaign summaries for clients and internal team to easily view insights and make informed decisions to support their goals.

Education

Master of Urban and Regional Planning

May 2011

Specialization: Economic and Workforce Development

Hubert H. Humphrey School of Public Affairs, University of Minnesota – Minneapolis, MN

Bachelor of Arts in Political Science

Honors, May 2009

College of Liberal Arts, University of Minnesota – Minneapolis, MN

Technical Skills

- Data Analysis & Visualization - Google DataStudio, Power BI, Tableau, ArcGIS, R, Klipfolio, Excel, Google Sheets
- Database Management - Salesforce, Airtable, Atlas, Zapier, IFTTT, Synchronist, LOIS
- Technology - Microsoft 365, GSuite, VoIP
- Digital Marketing - Google Tag Manager, Google Analytics, Google Ads, Facebook, LinkedIn, Wordpress, Google DataStudio, Mailchimp, Constant Contact, HTML, CSS, JavaScript

Professional and Community Involvement

<i>Area Substance Abuse Council</i> Board Member	2020 to present
<i>Council for Community and Economic Research</i> Member	2012 – 2015, 2018 to present
<i>Friendship Force International, Cedar Rapids-Iowa City Chapter</i> Member	2017 to present
<i>Cedar Rapids Metro Economic Alliance, Cedar Rapids, Iowa</i> Event Volunteer	2012 to present