Daisha Drayton

400 W Peachtree St
Atlanta, GA 30308
(678) 852-6460
daishadeniz@gmail.com

Highly motivated professional with technical skills in software development
and statistical market research. Skilled in leveraging these abilities
to create innovative solutions & maintain effective communication channels.

EXPERIENCE

Esync Technologies, *Remote* —Software Engineer Intern

Sept 2023 - Nov 2023

- Leveraged FlutterFlow and Dart to conceptualize, develop, and deploy a comprehensive Full-Stack Flutter mobile application centered around mental health and mental illnesses.
- Conducted research and stayed up to date with the latest advancements in education technology and artificial intelligence.
- Independently integrated backend services, utilizing Dart to manage data handling and API integration, contributing to a robust and dynamic application.
- Currently working on completing the app and the submission and launch process, achieving successful publication of beta versions on both the App Store and Google Play Store.

Mimi's Spa, *Atlanta, GA* —Business Development Rep.

Jan 2021 - PRESENT

- Leveraged advanced Excel skills to meticulously analyze a vast sales dataset, employing VLOOKUP and PivotTables to clean and segment data. This led to the identification of an untapped market segment, driving a remarkable 20% sales increase within a few months.
- Led data-driven decision-making processes, translating analytical insights into actionable strategies for product development, pricing optimization, and targeted marketing campaigns.
- Assisted in tracking and analyzing sales metrics, including lead conversion rates and pipeline growth & acted as a point of contact for prospective customers, providing information and answering questions about our products and services.

Gaylan Bio, *Remote Startup* — Investment Relations Intern

Jan 2021 - Dec 2021

- Conducted research on potential investors and assisted in recruiting new investors for the company & collaborated with lead Investor Relations Specialist to develop new investment and marketing strategies to expand the company
- Participated in training and development opportunities to enhance knowledge of the investment industry and communication techniques.

EDUCATION & CERTIFICATION

Georgia State University, Atlanta, GA — *Sociology*
I have a bachelor's degree in sociology from Georgia State University, where I learned critical thinking and problem-solving skills, data analysis skills, communication skills, interpersonal skills, and understanding of social trends.

Georgia Tech University, Atlanta, GA — *Software Dev. Cert.*
I learned programming languages such as Python, JavaScript, and SQL, as well as software engineering principles and methodologies and agile methods.

SKILLS

Python, SQL, Javascript, Dart/Flutter, Flask, HTML, CSS, Bootstrap, Node.js, Express API,, Github, Heroku, App Deployment, Data Structures, Algorithms

PROJECTS

Mental Health Project — currently building *an app bringing attention to mental health/mental illnesses and resources to help people*

Developed using Dart/Flutter, MySQL, FlutterFlow, Fire

City of Refuge Hackathon — *volunteer work to help students in a bootcamp build a website for a non profit providing mentorship*

Developed using vanilla JS, HTML, and CSS

Robo Bot — *assistant bot that answers general questions*

Developed using Flask, Python, HTML, CSS, Heroku

PyQuiz — *a quiz app that tests users python knowledge*

Developed using React, JSX, CSS, Github Pages

SOCIALS

Linkedin: https://www.linkedin.com/in/daishadrayton22/

Portfolio: https://www.daishadrayton.com/

Github: https://github.com/Daisha22d/