

# DAWA G. SHERPA

WEB DEVELOPER

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## About Me

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I'm an ambitious, self-motivated team player who thrives under challenging situations. Being analytical and persistent, I enjoy staying with problems for long periods of time and often find greater satisfaction in understanding problems deeply than quickly finding solution. I'm eager to develop and expand my programming skills and grow into a more proficient developer over my career. Above all, I desire to devote my time and skills in areas where I can truly have a positive impact on the world.

## Technology Skills

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- Front-end: HTML5, CSS3, jQuery, JavaScript (ES6, ES5), AJAX
- Back-end: Node.js, Express.js, MongoDB, Ruby, SQL, JSON
- Technologies: Github, Git, Heroku

## Experience

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### GENERAL ASSEMBLY

Sept. '16 – Dec. '16

#### Web Development Immersive

- Project 1: Created shooting game using jQuery JavaScript to implement movement logic as well as collision detection and movement logic. Used HTML & CSS for front end styling
- Project 2: Built Node app using Express and Google Maps API to render map with Street View capabilities.
- Project 3: Built Facebook app to help users easily find upcoming events for pages that they have liked as well as view recent posts. Used Node, Express, and jQuery.

### LAUNCH SCHOOL

Jan. '16 – Aug. '16

#### Student

- Completed curriculum on Ruby web programming: procedural and OO concepts
- Built games using HTML & CSS & Ruby: Rock Paper Scissors, TTT, 21 card game and deployed to GitHub

### ADAPTLY

May '15 – Nov. '15

#### Media Manager

Accounts: IHOP, Champion, KFC, Ashley Furniture, Ideal Image, Colonial Williamsburg, Bic Lighters, Boohoo, Sprouts Farmers Market

- Deployed and optimized campaigns across Facebook, Instagram, Twitter, and Pinterest via native API tools and Adaptly platform
- Worked with Client Services department to create campaign strategy pre-launch and provide reporting insights post-campaign
- Worked with Excel VBA to maintain automated reporting templates
- Utilized WCA, Custom Audiences, and LaL groups to layer enhanced targeting to campaigns
- Optimized and managed campaigns daily to lower CPMs, CPLC, CPC and other KPI's

### VIVAKI

June. '14 – Dec. '14

#### Campaign Specialist, Paid Social: Facebook Advertising

##### Account: P&G

- Setup, and optimized month long \$100k campaign for Always Demi and provide recommendations to decrease CPM 50% while maintaining steady CPLC
- Assisted in campaign optimization through Facebook bid optimization, targeting optimization, placement optimization

## Education

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### ZICKLIN SCHOOL OF BUSINESS

#### BARUCH COLLEGE, CUNY

BBA in Digital Marketing, Minor: Political Science