

## + summary

I'm a techie with a business mindset. Over the past year, I've been learning web development and completed General Assembly's rigorous three month programming boot camp. Before I transitioned my career, I managed paid social campaigns at ad-tech companies. I look forward to combining my business background and technical skills in my next role.

## + projects

### Jobfill Chrome Extension

Built Chrome extension to allow user to save application information in extension popup. Extension then autofills job applications from saved user information on popular job sites like Greenhouse, and Jobvite.  
HTML, CSS, JavaScript, jQuery

### Facebook Events Finder

Help users easily find upcoming events for pages that they have liked as well as view recent posts of their liked pages.  
Node, Express, and jQuery.

## + experience

### Student

General Assembly | Web Development Immersive Sep 2016 to Dec 2016

- Used HTML and CSS, Javascript to build web pages; designed, developed and implemented full stack web applications using modern frameworks like React.js
- Created shooting game using jQuery, and vanilla JavaScript to implement movement logic as well as collision detection and movement logic. Used HTML & CSS for front end styling
- Built Node app using Express and Google Maps API to render map with Street View capabilities.

### Media Manager at Adaptly

Adaptly May 2015 to Nov 2015

- Deployed and optimized campaigns across Facebook, Twitter, and Pinterest via native API tools and Adaptly platform
- Worked with Customer Success team to create campaign strategy pre-launch strategy and provide post-campaign reporting insights
- Worked closely with Product team to identify and solve bugs in Adaptly platform
- Used Excel VBA to update and maintain reporting templates and cut reporting time in half for a major client

### Campaign Specialist, Paid Social Facebook Advertising

Vivaki Jun 2014 to Dec 2014

Account: Proctor & Gamble

- Setup, and optimized month long \$100k campaign for Always Demi and provide recommendations to decrease CPM 50% while maintaining steady CPLC
- Created offshore process for campaign optimizations to reduce data entry on team from 3hrs to 30 min.
- Analyzed data from Facebook Marketing Partner 4C to create advertising keyword recommendations for targeting

### CEO, Marketing Consultant

YourSiteMaker.com 2012 to 2014

- Created and maintained websites for a dozen small business owners
- Launched social and local online marketing initiatives for clients to increase their web presence
- Engaged in door to door sales to find new clients

## + skills

**WEB DEVELOPMENT** JavaScript, React.js, MongoDB, SQL, Node.js, jQuery, HTML, CSS, webpack, Gulp, Yarn, Git, Chrome Developer Tools, AJAX, noSQL, REST APIs, Ruby, Bootstrap, Jest, heroku, github

**MARKETING** Facebook Advertising, Adobe Omniture, ComScore, Google Analytics, Excel VBA

## + education

### Launch School

Completed curriculum on Ruby web programming

### Baruch College

BBA Digital Marketing

Minor: Political Science

## + hackathons

### 1st Place: Columbia University Hackathon

Led team of 2 UX designers and 3 developers to win first place for our project to map leaked user location data and raise awareness for greater user privacy protections  
JavaScript, Google Maps API, SQL, HTML, CSS, jQuery

### Honorable Mention: IBM Watson Workspaces Hackathon

Developed prototype chatbot for IBM's messaging system, Workspaces. Chatbot used Watson sentiment analysis of employee conversations to deliver uplifting gifs if employees were feeling negative according to their messages.  
Node.js, AJAX