DAWA G. SHERPA

WEB DEVELOPER

[/in/dawasherpa](#) [@thedawasherpa](#) [/Dawa12](#)
[www.DawaPortfolio.com](#)
dasherpa7@gmail.com
347-771-2474

About Me

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

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

Experience

GENERAL ASSEMBLY   Sept. '16 –Dec. '16
Web Development Immersive

- Project 1: Created shooting game using jQuery Javscript 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

ZICKLIN SCHOOL OF BUSINESS
BARUCH COLLEGE, CUNY
BBA in Digital Marketing, Minor: Political Science