Tyler Smith

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Portfolio
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Overview: A Full Stack Software Engineer with 3 years of experience concentrating on the Frontend, utilizing a modern tech stack of JavaScript, React, SQL, and Azure to build enterprise solutions. This expertise extends to solving business problems in marketing, data, cloud, and AI across industries in healthcare, retail, and technology. Started out working alongside 15 people and, after we were acquired, grew to 250 people. Delivered impact for clients internally and externally in the form of data migration efforts and easy-to-use applications that both made data retrieval and capture more efficient.

Accomplishments:

- Led the full-stack development and implementation of an email subscriber preference center utilizing AMPScript and SQL, used by over 2,000 subscribers to see and update their preferences for a children's hospital network, streamlining user journeys better than the out-of-the-box solution.
- Engineered a content library application used by 100+ employees at a Fortune 500 healthcare company to consolidate all assets into one searchable application, improving team efficiency in locating assets by 40% and leading to additional development efforts.
- Developed stored procedures and automations in Snowflake and Azure to support end-to-end data migration efforts for a Fortune 500 healthcare company, ensuring a seamless transition with 100% data integrity and no post-migration rollback issues.

Skills:

- Frontend Development: HTML, CSS, JavaScript, React
- Back-end Development: AMPScript, SQL, Node.js
- Tools: Snowflake, Azure, Google Analytics, Salesforce Marketing Cloud, JIRA

Education: Bachelor of Science, Computer Science: Concentration in Software Development - Kutztown University, Kutztown, PA 2017 - 2021

Experience

Full Stack Software Engineer
Freelance/Personal Projects, Royersford, PA (Remote)
June 2024 - Present

SparkShift: A personal project for a concept marketing agency. Took a Figma design and developed it into a live site using Next.js with TypeScript and TailwindCSS. Utilized Framer Motion to bring elements and the page to life, and deployed using Vercel.

Productivity SaaS: A personal project representing a conceptual software productivity service for users to increase efficiency in the workplace. Utilized modern technologies such as Next.js with TypeScript and TailwindCSS for styling. Made the website interactive by using Framer Motion and deployed it into production using Vercel.

Full Stack Software Engineer
Further, Doylestown, PA (hybrid)
June 2022 - June 2024

Operating in the data, cloud, marketing, and AI sectors, Further is a subsidiary of Momentum Corporation employing 250 people. Formerly known as Search Discovery, Further acquired Allturna in June 2022, retaining the entire Allturna team through the transition.

Responsibilities:

- Develop new applications and maintain existing ones necessary to solve business problems for clients using various programming languages.
- Translate business problems into testable, maintainable, reusable, high-quality code.
- Ensure all automations for data processing run as intended daily; if issues occur, identify the problem and make the fix.
- Support the business by collaborating with coworkers to complete tasks and offering help when your knowledge can make an impact, serving as a subject matter expert.

Accomplishments:

- Developed and launched additional modular content library components for a Fortune 500 healthcare client after the positive impact of the first part I developed for them, cutting the average user asset search time by 50%.

- Developed stored procedures and automations in Snowflake and Azure to support end-to-end data migration efforts for a Fortune 500 healthcare company, ensuring a seamless transition with 100% data integrity and no post-migration rollback issues.
- Engineered a content library application used by 100+ employees at a Fortune 500 healthcare company to consolidate all assets into one searchable application, improving team efficiency in locating assets by 40% and leading to additional development efforts.
- Conducted QA for both new features and legacy processes on a company-built analytics management software application for clients, resulting in improved system reliability and client satisfaction.
- Deployed high-impact ad placements across multiple client WordPress sites, delivering seamless and consistent web experiences.
- Executed QA efforts in Adobe Launch across global sites for a retail fashion brand, ensuring proper data collection, accuracy, and usability for improved marketing efforts.

Tech Stack: HTML, CSS, JavaScript, AMPScript, SQL, Snowflake, Azure, Salesforce Marketing Cloud, Google Analytics, JIRA, WordPress

Web Developer
Allturna, Doylestown, PA (hybrid)
June 2021 - June 2022

Operating in the marketing and data analytics sectors, Allturna was a family-owned business with around 15 employees.

Responsibilities:

- Develop and deliver high-quality applications built to client specifications.
- Maintain and optimize backend databases to enable efficient and accessible analytics.
- Ensure collaboration with team members and provide support for technical questions or issues that clients have.

Accomplishments:

- Led the full-stack development and implementation of an email subscriber preference center used by thousands of subscribers to see and update their preferences for a children's hospital network, streamlining user journeys better than the out-of-the-box solution.
- Implemented fixes and enhanced functionality on the backend using Node.js for a client-developed custom activity within Salesforce Marketing Cloud, improving user satisfaction and performance while reducing reported issues by 15%.
- Optimized SQL reporting workflows for client data by creating new tables and automations, improving analytics processing time by 10% and enhancing efficiency in data-driven decisions.

Tech Stack: HTML, CSS, JavaScript, AMPScript, SQL, Snowflake, Azure, Salesforce Marketing Cloud, JIRA

Technical Skills

- Languages: HTML, CSS, JavaScript, TypeScript, SQL, AMPScript
- Frameworks & Libraries: React, Node.js, Express, TailwindCSS, Next.js
- Tools: Git, GitHub, Figma, Snowflake, Google Analytics, Salesforce Marketing Cloud
- Deployment: Vercel, Netlify, Heroku
- Practices: Agile, Scrum, Component-Based Architecture, Manual + Exploratory QA