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## JESSICA TERRY

### PROJECTS

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**Techsy | Full-Stack Developer** (Ruby on Rails, PostgreSQL, JavaScript, React + Redux) [live](#) • [source](#)

*Single-page e-commerce web app inspired by Etsy*

- Implemented a custom cart mechanism, leveraging Redux to maintain continuity of cart items by merging a user's saved cart with items added before login
- Designed original UI with HTML5 and CSS for seamless UX when browsing listings
- Developed an efficient, reusable listing index React component to keep code DRY
- Enhanced performance and scalability by remotely storing images on Cloudinary

**EOS-Redux | Package Developer** (JavaScript) [source](#)

*Redux CLI and framework for easy app creation*

- Developed original npm package downloaded by over 5,000 developers in 3 weeks
- Collaborated in team of 3; implemented command-line file editing of template Redux files

**Tenori-Online | Front-end Developer** (JavaScript, React + Redux, jQuery) [live](#) • [source](#)

*Interactive JavaScript musical device inspired by Tenori-On*

- Developed clean, intuitive interface with responsive sliders and toggle buttons
- Divided state among multiple Redux cycles for clear organizational structure
- Employed jQuery and React for instantaneous re-rendering in response to user input

### SKILLS

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Ruby • Ruby on Rails • RSpec • JavaScript • jQuery • React.js • Redux • SQL • Git • HTML5 • CSS3

### EDUCATION

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**AppAcademy**, Web Development Bootcamp

San Francisco, CA: Summer 2016

- Intensive 1000-hour full-stack development bootcamp, < 3% acceptance rate
- Program covers: Ruby on Rails, JavaScript, React + Redux, TDD, algorithms, OOP, scalability, coding style, web development

**Brown University**, B.A. in Applied Math – Economics

Providence, RI: 2010 – 2014

- 3.7 GPA, 3.8 Math/Econ GPA
- Courses include *Introduction to Object-Oriented Programming*, *Linear Algebra*, *Statistical Inference*, *Optimization and Financial Mathematics*, and *Econometrics*

### PROFESSIONAL EXPERIENCE

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**Zicasso, Marketing Analyst**

September 2014 – March 2016

- Managed \$750k Google Adwords budget, decreasing cost per lead by 20%
- Independently designed new landing page UI/UX, doubling traffic conversion rate
- Surpassed expectations during onboarding by learning Adwords/Analytics interface in two days
- Took initiative to learn SQL; took over database queries, thereby reducing developer workload, expediting reports, and becoming the intermediary between COO and consultants
- Analyzed large data sets (> 800,000 rows) with Excel pivot tables, functions, and macros
- Composed 10+ page Google Analytics reports to optimize company's marketing strategies