LINDA HENDRICKS

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FULL STACK DEVELOPER

Full stack React.js and Ruby-on-rails developer with a proven track record of connecting creative brands to their clients. Managed large scale projects with cross-functional teams, demonstrated return on investment, exceeded clients' revenue goals consistently and communicated with c-level executives. A problem solver passionate about converting audiences into loyal customers.

SKILLS

Technical: HTML, CSS, Ruby, Ruby-on-Rails, JavaScript, Node.js, React.js, Github, MVC, Google Analytics, WordPress.
Languages - English: fluent, French: fluent, Spanish: elementary.

TECHNICAL PROJECTS

"Beauties" - Github |front-end/back-end
This application allows the end-user to browse, search, like, save, post comments and upload images, metadata.
- Developed algorithms in Javascript and engineered the front end with React.js.
- Modeled backend with a database on Ruby-on-Rails REST API.
- Built user interface using Javascript, React. Js and custom CSS with styled react components.

"BookMe" - Github | front-end/back-end
This web application allows fashion models to browse, search and book photographers.
- Developed the front-end of this single page application with Javascript code.
- Modeled a custom relational database REST API with Active Record,/Postgres and Ruby-on-Rails.
- Designed user interface using custom CSS.

"PuppyLand" - Github | front-end/back-end
This application allows the end-user to browse, search and rent a puppy.
- Authenticated user login by encrypting account information using Bcrypt.
- Developed a database on Ruby-on-Rails REST API.
- Created the design application interface using custom CSS.

EXPERIENCE

ICONSVOICE LLC - Creative Agency   Paris, Dubai and NewYork
Founder   Sept 2011 - Sept 2020
- Led a successful consulting agency which generated more than 250k sales the first year.
- Conceptualized e-merchandising strategies and product development features, generated twice the traffic.
- Managed database, edited content, product, AB testing, and UX testings.
- Recruited and managed over 60+ people including developer and creative content team.

LCL - Bank   Paris, France
Digital Marketing Manager   Sept 2010 - Sept 2011
- Developed new website design and e-merchandising, generated +40% of the projected revenue.

EDUCATION

FLATIRON SCHOOL   New York
Certificate Web Development, Ruby on Rails and JavaScript program.   02/ 2021 - 05/2021

SORBONNE UNIVERSITY   Paris, France
Attended Master Class, Major: Intercultural International Negotiation.   2010

CENTRAL SAINT MARTINS   London, United Kingdom
Certificate, Fashion Design and Textile Forecasting.   2008

PARIS 12 VAL DE MARNE UNIVERSITY   Créteil, Île-de-France
Master's Degree, Major: Business, Minor: Marketing - Communication.   2008
Bachelor's Degree, Major: Business, Minor: Import - Export.   2007