

# Monica Powell

<http://aboutmonica.com> | [Monica@AboutMonica.com](mailto:Monica@AboutMonica.com)

## EDUCATION

### COLUMBIA UNIVERSITY

Barnard College

May 2016

Honors: Dean's List, Senior Marshal and Barnard Bold Award

Columbia Journalism School

Certification of Professional

Achievement in Data Practices

September 2016

Primary Languages: Python and SQL

## LINKS

[github.com/mønica](https://github.com/mønica)

[linkedin.com/in/monicampowell](https://www.linkedin.com/in/monicampowell)

<https://monica.dev>

## SKILLS

### PROGRAMMING

JavaScript (ReactJS, NodeJS, Flow, TypeScript) • HTML/CSS • Python (Jupyter/IPython Notebooks, Pandas, BeautifulSoup) GatsbyJS • VCL • SQL • Java • Jekyll

### SOFTWARE

• AWS(Lambda, Cloudwatch, DynamoDB, Kinesis) • MailChimp • Google Analytics • Microsoft Excel • Jira • ZenDesk • Command line • Git

### DESIGN

Prototyping • Sketch • Adobe Photoshop

## COURSEWORK

- Programming for Behavioral Scientists (Processing + Matlab)
- Data Analysis Studio (Python + GIS/QGIS)
- Data Structures in Java
- Data Visualization (D3, R)
- Programming Languages Web Development I and II (MEAN stack)
- Algorithms (Python)
- Data and Databases (SQL)

## EXPERIENCE

### MEETUP | Full Stack Software Engineer

September 2018 - Present | New York, NY

June 2018 - August 2018 | Full Stack Software Engineering Intern

- Developed and operated a reservation system, built with ReactJS, NodeJS and various AWS technologies, that allowed Meetup organizers to reserve WeWork venues for their upcoming events on Meetup.com.
- Contributed to improving venue search result quality which resulted in a 43% reduction in user-created venues

### JOPWELL | Email Marketing Manager and Email Developer

May 2017 - June 2018 | New York, NY

May 2016 - May 2017 | Content Analyst and Customer Experience Specialist

February 2016 - May 2016 | UX/Marketing Intern

- Managed full production cycle of site-wide CAN-SPAM compliant HTML marketing e-mails from ideation to coding to QA-ing to scheduling and reporting.
- Provided data-driven product enhancement recommendations based on trends from aggregated support tickets
- Overhauled a weekly e-mail campaign and segmentation which increased average open rate by 58% and Net Promoter Score by 25%
- Maintained company-wide reports utilizing Excel, Google Analytics, SQL queries and PowerPoint to track user engagement and marketing KPIs
- Implemented new designs and optimized copy on Jopwell's two main websites using HTML/CSS, JavaScript and Embedded Ruby (ERB)

### ATHENA DIGITAL DESIGN | Co-Founder and Web Developer

December 2013 - May 2016 | New York, NY

- Co-founded the client-facing, web development agency which consisted of 45 developers who were trained in-house
- Spearheaded recruitment with guerilla marketing tactics leading to a consistent 50% increase in students enrolled in our web development courses

### EMERGING LEADERS IN TECHNOLOGY | Teaching Assistant

February 2015 - May 2015 | New York, NY

- Assisted 3 middle school classes with understanding coding as it relates to real life by teaching HTML/CSS and MIT's Scratch

## AWARDS

Grow With Google Challenge 2018 Scholarship Recipient - accepted into the intermediate web development track of 3-month Grow With Google challenge.

O'Reilly Software Architecture Conference 2017 Scholarship Recipient - fully funded to attend O'Reilly Media's Software Architecture Conference in New York in April 2017.

GIRLBOSS 2015 Grant Recipient - awarded a grant from the GIRLBOSS foundation which provides support for women pursuing creative entrepreneurial endeavors.

Grace Hopper 2015 Scholarship Recipient - fully funded to attend the Grace Hopper Conference 2015 by Columbia University's Women in Computer Science Society based on my involvement on campus.