

Monica Powell

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EDUCATION

COLUMBIA UNIVERSITY

BA in Psychology with distinction
May 2016 | New York, NY

Barnard College

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

GPA: 3.62

Certification of Professional
Achievement in Data Practices
September 2016 | New York, NY
Columbia Journalism School
Lede Program for Data Journalism
Primary Languages: Python and SQL

LINKS

github.com/m0nica
[linkedin.com/in/monicampowell](https://www.linkedin.com/in/monicampowell)
<http://datalogues.com/>

SKILLS

PROGRAMMING

HTML5 • CSS • SQL • Python
(Jupyter/IPython Notebooks, Pandas,
Pelican, BeautifulSoup) JavaScript •
Jekyll • Embedded Ruby • Java

SOFTWARE

• 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 Engineering Intern

June 2018 | New York, NY

- Contribute to the Meetups at WeWork engineering team to build a product
to enable Meetup organizers to book WeWork space on Meetup.com.

JOPWELL | Email Marketing Manager and Customer Experience Specialist

May 2017 - June 2018 | New York, NY

May 2016 - May 2017 | Content Analyst and Customer Experience Specialist
February 2016 - May 2016 | UX/Marketing Intern

- Provide data-driven product enhancement recommendations based on
trends from aggregated support tickets
- Streamlined Customer Experience processes which eliminated backlog and
decreased the average response time by 15.6 hours
- Manage full production cycle of site-wide CAN-SPAM compliant HTML
marketing e-mails from ideation to coding to QA-ing to scheduling and
reporting.
- Overhauled a weekly e-mail campaign and segmentation which increased
average open rate by 58% and Net Promoter Score by 25%
- Maintain 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.