Monica Powell

http://aboutmonica.com | Monica@AboutMonica.com | 301-538-8180

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

SKILLS

PROGRAMMING
Python (Jupyter/IPython Notebooks, Pandas, Pelican, Beautiful Soup)
JavaScript • HTML5 • CSS • SQL • Java

SOFTWARE
Jira • ZenDesk • Google Analytics • MailChimp • Command line • Git • Wordpress

DESIGN
Prototyping • Sketch • Adobe Photoshop

LINKS

github.com/m∅nica
linkedin.com/in/monicampowell
http://datalogues.com/

COURSEWORK

• Data Structures in Java

• Programming for Behavioral Scientists (Processing + Matlab)

• Data Visualization (D3, R)

• Programming Languages Web Development I and II (MEAN stack)
• Algorithms (Python)

• Data and Databases (SQL)

• Data Analysis Studio (Python + GIS/QGIS)

EXPERIENCE

JOPWELL | Email Marketing and Customer Experience Specialist
May 2017 - Present | New York, NY
May 2016 - May 2017 | Content Analyst and Customer Experience Specialist
February 2016 – May 2016 | UX/Marketing Intern

- Overhauled Customer Experience processes which eliminated backlog and decreased the average response time by 15.6 hours
- Improved accessibility of weekly newsletter by converting image-based email to a responsive HTML email template with semantic descriptions of images
- Provide data-driven recommendations to the engineering/product team based on trends from aggregated support tickets
- Manage Google Analytics to track KPIs and generate reports for key stakeholders
- Implemented new designs and optimized copy on Jopwell's two main websites using HTML/CSS, JavaScript and Embedded Ruby (ERB)
- Organized and facilitated user research to inform content strategy prior to bringing content platform to market

ATHENA DIGITAL DESIGN | Co-Founder and Web Developer
December 2013 – May 2016 | New York, NY

- Co-founded the client-facing, wordpress web development agency which consisted of 45 student developers who were trained in-house
- Spearheaded recruitment 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

MORNINGSIDE AREA ALLIANCE | Product Development Intern
June 2014 – August 2014 | New York, NY

- Contributed to research and provided feedback to developers during the development of neighborhood iOS application
- Developed a landing page for the app's launch and served as a webmaster for the organization's main website

AWARDS

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.