

# NYLAND SIDIFALL

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## SUMMARY

As a highly motivated entry-level software engineer with a master's and bachelor's degree in computer science from North Carolina A&T, I aim to secure a position working on full-stack applications. I have gained practical experience working with several high-profile companies, including Union Pacific, PayPal, AT&T, NetApp, and Apple in the form of internships. My proficiency in React and Node.js has allowed me to work on a breadth of projects giving me a solid foundation in full-stack development. Additionally, my academic background in computer science has provided me with a strong understanding of software development and programming principles. With strong problem-solving skills and a passion for creating solutions, I am eager to bring my experience and enthusiasm to a dynamic, innovative company that delivers high-quality software solutions.

**Keep Moving Forward ~ Walt.**

## PROFESSIONAL EXPERIENCE

**Sukhi, Remote**

**January 2023 – Present**

Head of Strategic Partnerships

- Conducted in-depth keyword research and analysis to identify high-potential search terms to optimize website content.
- Collaborated with cross-functional teams to ensure all website and marketing materials were optimized for search engines.
- Monitored website analytics and performance metrics to continuously improve SEO and track ROI.
- Utilized Google Analytics, SEMrush, and other SEO tools to analyze website traffic to make data-driven optimizations.
- Conducted A/B testing of website and marketing elements to optimize conversion rates and improve overall performance.

## PROFESSIONAL DEVELOPMENT

**Formation**

**February 2023 - Present**

Full Stack Fellow

- Selected to participate in a 5-month long development program that provides hands-on experience in full-stack software development using modern technologies.

**Six Sigma Green Belt Certified - 20NC0302**

**April 2020**

- Certification that ensures optimal management of systems, products, and services efficiently with minimal issues

**Management Leadership for Tomorrow (MLT), Washington, DC**

**March 2018 – March 2020**

Career Prep Fellow

- Selected as one of 350 for an 18-month professional development program for high-achieving diverse talent.
- Completed business case studies and projects to hone analytical, quantitative and communication skills.

## PROJECTS

**MadeByNy.Land**

**November 2022**

- This is my portfolio website built with React and Tailwind CSS hosted on Netlify through GitHub

**Meals To Go**

**September 2022**

- A cross platform mobile app React Native that allows users to purchase food like that of Door Dash

## TECHNICAL SKILLS

**Programming Languages:** JavaScript, Python, Java, HTML, CSS, PHP

**Frameworks / Tools / Version Control / Testing:** React, React Native, Node, Express, Bootstrap, Git, GitHub

**Operating Systems & Databases:** macOS, Windows, Linux, Firebase

**Miscellaneous Skills:** SEO, Copywriting, Content Creation, Communication, Remote Work

## RELEVANT EXPERIENCE

**Portstrategy** – Family Office Associate

**2017 – 2022**

**Apple** – Internet Technologies Software Development Intern

**NetApp** – Systems Architect Intern

**AT&T** – Product Management Intern

**PayPal** – Core Development Platform Intern

**Union Pacific** – Information Technology Intern

## EDUCATION

**North Carolina Agricultural & Technical State University**, Greensboro, North Carolina

**May 2022**

Master of Science in Engineering: Computer Science

**GPA: 3.48**

**North Carolina Agricultural & Technical State University**, Greensboro, North Carolina

**May 2020**

Bachelor of Science in Engineering, Computer Science

**GPA: 3.01**