Rafia Khandaker

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LinkedIn | Github | Blog

SOFTWARE ENGINEER

Results-oriented professional with a diverse background in project management, digital marketing strategy, social media, community management, and technical proficiency in full-stack development - skilled in JavaScript, React, Ruby, Rails, and SQL. I bring excellent communication and organizational skills to team settings, and commitment to drive a vision to fruition in both an aesthetic and practical manner.

SKILLS

Full Stack: JavaScript, React, Ruby, Rails, Sinatra, SQL, Git

Design: HTML/CSS, Illustrator, Lightroom, Photoshop, Figma, Material UI, Canva

Social Media: Google Analytics, Digimind, Khoros, Meta Business Suite, Pinterest Analytics

PROJECTS

Concert Buddy - Github | Demo
View concerts from your favorite artists, add yourself to a list of attendees, and meet concertgoers in New York City.
- Implemented authentication and password protection in Rails for users to sign-up or login using tokens.
- Designed a React frontend and cohesive styling elements through Figma.
- Built out a full CRUD functionality for users to personalize their accounts.

FiDi Dining Guide - Github | Demo
Single-page application with searchable listings of restaurants, cafes, and bars in the Financial District, Manhattan.
- Constructed client-side routes with React Router and RESTful routing conventions.
- Features search function to filter by type of establishment, street address, or name.
- Developed an API of location listings in a SQLite database with the ability to persist data for new listings.

EXPERIENCE

Publishers Clearing House Jericho, NY   06/2016 - 07/2022
Social Media Coordinator   09/2018 - 07/2022
- Achieved a 100% boost in year-over-year Instagram performance in impressions and engagement, along with a 50% rise in video views and 20% growth in followers through data-driven strategy and targeted adjustments.
- Elevated brand presence by overhauling visuals and crafting compelling narratives, resulting in a substantial increase in social media followers across major platforms (Instagram, Facebook, Twitter, YouTube, Pinterest).
- Proactively addressed customer service concerns in collaboration with product owners, preempting issues ahead of new promotions and attending to user queries effectively.
- Spearheaded creative campaigns for e-commerce promotions on Facebook Shops, alongside managing A/B testing for acquisition initiatives.
- Mentored interns, imparting expertise in analytics tools and trend research, and overseeing hands-on training for optimized execution.

Project Management Intern   06/2016 - 08/2018
- Managed 40-70 weekly projects, effectively prioritizing tasks and deadlines, and coordinated 25-30 creative resources via weekly status meetings.
- Supported the Project Manager on the Interactive Development team by assisting with mobile application launches, site updates, email campaigns, video shoots, event promotions, and social media initiatives.
- Successfully onboarded new users to workflow management platforms and resolved technical issues across multiple levels of business.

EDUCATION

Flatiron School New York, NY
Full Stack Development: Ruby on Rails and JavaScript program
Stony Brook University Stony Brook, NY
Bachelor of Science: Information Systems, Specialization in Business and Economics