ALEXA GOLDMAN

Software Engineer

CONNECT

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PROGRAMMING SKILLS

- HTML / CSS
- JavaScript
- Java
- React
- MySQL
- Python
- Golang
- C/C++
- Node.js

SOFTWARE SKILLS

- Adobe Photoshop
- Sketch
- Litmus / Email on Acid
- Salesforce / ExactTarget
- Confluence
- Wrike / Jira
- Git / Github
- Looker
- Slack

SOFT SKILLS

- Email Marketing
- Self-motivated
- Detail-oriented
- Collaboration
- Analytical
- Multitasking
- Adaptable
- Critical Thinking
- Project Management

WORK EXPERIENCE

SOFTWARE ENGINEER

BounceX, March 2019 - Present

- Responsible for the development, testing, and maintenance of high volume email campaigns that trigger in real-time when the user abandons the client's site.
- Built responsive emails that contain personalized and dynamic content mapped from the client's site based on the user behavior using HTML, CSS, and Go as well as append tracking to the URLs, incentives, and continuity experiences when the user clicks through an email to track revenue per click.
- Trained and mentored new engineers during and after the onboarding process by creating and maintaining Confluence documentation, provided practice campaigns in addition to peer-reviewing major code builds and updates. Designed a training program for the account managers on the ins and outs of email best practices and updating client emails.
- Collaborated with the design team to innovate designs, standardize new products, and build new features that will enhance the email functionality.

WEB DEVELOPER

Freelance, May 2018 - Present

- Collaborated with various hockey reporters and analysts to organize hockey data, designs, and code websites to their large scale audiences as well as help rebuild their portfolio sites.
- Perform weekly audits of the data during the hockey season to keep information up-to-date, monitor google analytics, and create new tables or pages as needed.

JR. FRONT-END DEVELOPER

ERGO Inc., October 2018 - March 2019

- Built, test/QA, and debugged data-driven, hyper-personalized, and fully-automated customer journey emails from Photoshop to HTML/CSS.
- Collaborated on an agile team to ensure that all emails are pixel perfect, content is accurate and viewed equally across all email clients, and cross-browser using various email service providers (ESP).

EDUCATION

NEW YORK UNIVERSITY

***Bachelor of Arts in Computer Science*, May 2018**

Minor: Web Development and Databases
Courses: Operating Systems, Computer Systems Organization, Data Structures, Basic Algorithms, Intro to iOS, Parallel Computing, Applied Internet Technology, Linear Algebra, Calculus II, Database Design & Web Development
Athletics: Varsity Cross-Country, Track & Field, Member, 2014-2018