

ALEXA GOLDMAN

SOFTWARE ENGINEER

CONTACT DETAILS

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PROGRAMMING SKILLS

HTML, CSS, Golang
JavaScript, React
NodeJS, ExpressJS
MongoDB, MySQL
Java, Python, Selenium

TECHNICAL SKILLS

Sketch, Adobe Photoshop
Litmus, Email on Acid
Salesforce/ExactTarget
Responsys, Confluence,
Wrike, Jira, Looker

SOFT SKILLS

Self-starter, Collaboration
Creative/Innovative
Detail-oriented, Multitasking
Project Management, Adaptable
Critical Thinking, Analytical
CRM/B2B/B2C Marketing

WORK HISTORY

Software Engineer - Email

Wunderkind (Formerly BounceX) | March 2019 - Present

- Manage 2 email developers in a fast-paced environment, support the team to drive projects to completion, and generate revenue and subscriber list growth for our high-profile clients.
- Mentor new engineers, maintain detailed documentation, and provide training sessions for all new hires across the different departments.
- Collaborate with designers, developers, and account managers to scope, prototype, and implement innovative tools, features, and products for the company's email evolution.
- Code responsive email designs, as well as responsible for the quality assurance process, and maintenance of data-driven, and automated trigger-based email campaigns using HTML, CSS, JavaScript, and Golang.
- Leverage behavioral user data mapped from the client's site and ESPs such as Responsys and ExactTarget/Salesforce Marketing Cloud to create 1:1 user personalization in each segmented email campaign.

Web Developer

Freelance | May 2018 - Present

- Develop, maintain, and expand websites for various hockey reporters and analysts that showcase weekly and seasonal statistical data.
- Work with clients to create high-quality mock-ups and build portfolio sites that meet their specifications.

Jr. Front-End Developer

ERGO Inc. | October 2018 - March 2019

- Coded and QA/tested pixel-perfect HTML emails for American Express that leveraged data from the client's ESP to populate Movable Ink assets that provided a personalized experience.
- Collaborated with an experimental/innovation team to enhance the client's trigger-based emails.

ACADEMIC BACKGROUND

New York University

Bachelor of Arts in Computer Science | May 2018

Minor: Web Development and Databases

Athletics: Varsity Cross-Country, Track & Field, Member, 2014-2018