

Alex Macon

Full Stack Web Developer

Web developer and software engineer with a background in journalism and digital communications. A problem solver and quick learner who thrives when taking on new challenges.

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WORK EXPERIENCE

Senior Digital Editor D Magazine

03/2021 - Present

Responsibilities and Achievements

- Write a [daily email newsletter](#) for thousands of subscribers and edit content for [dmagazine.com](#) using several content management systems, including WordPress and HubSpot.
- Work with a team of journalists, designers, sales representatives, and marketing professionals to develop new editorial products, like a [State Fair fried food tournament](#).
- Use tools like Google Analytics and the ChartBeat dashboard to generate reports on website user activity.

Editor Pace Communications

08/2018 - 03/2020

Responsibilities and Achievements

- Managed and assigned tasks to interns, junior employees, and dozens of freelance contractors.
- Wrote and edited articles for the award-winning [Southwest: The Magazine](#), the in-flight magazine of Southwest Airlines.
- Worked with a team creating successful new marketing initiatives for clients like Sysco and Gold's Gym.

Online Managing Editor D Magazine

01/2015 - 08/2018

Responsibilities and Achievements

- Promoted several times while serving in a variety of digital communications roles for the award-winning D Magazine.
- Tripled web traffic to D Magazine's entertainment vertical.
- Worked with a team of journalists and web developers during a major redesign of dmagazine.com.

EDUCATION

Certification in Full Stack Web Development (graduating January 2022)

Southern Methodist University in Dallas

**B.A. with concentrations in Journalism,
Political Science, and Anthropology**
The University of North Texas in Denton

TECHNICAL SKILLS

HTML & CSS

JavaScript

Bootstrap

Node.js

JQuery

Express.js

Materialize CSS

Express.js

MySQL

MongoDB

Express.js

React.js

PROJECTS

Exquisite Corpse

A full stack web app that invites users to play a collaborative poetry game

How It Works

- Allows users to register accounts, log in, and join a community of poets submitting and sharing their work. Inspired by a 100-year-old literary game, it's part social network and part message board for aspiring writers.
- Requires user authentication and stores user input in a database created with MySQL. Other technologies used include Handlebars, Express.js, and Node.js; front-end built using technologies including Bootstrap and Animate.css.
- **GitHub Repo:** [github.com/alexdmacon/exquisite-corpse](#) || **Deployed:** [exqu-game.herokuapp.com](#)
- To play, sign in with email "raven214@hotmail.com" and password "password12345".

Task.mp4

A web app using third-party APIs and user input to generate a recommended activity and video

How It Works

- Users select a type of activity from a dropdown and are given a recommended "task" as well as a corresponding YouTube video showing "how to" do that task. Designed to help bored people on the internet be less bored.
- Using the Fetch API, retrieves data from third-party YouTube and "Bored" APIs. Other technologies used include JavaScript, JQuery, and Materialize CSS.
- **GitHub Repository:** [github.com/alexdmacon/task-mp3](#) || **Deployed:** [alexdmacon.github.io/task-mp3](#)

INTERESTS & HOBBIES

Reading

Biking

Football (Go Cowboys)