Shelly Cheng

San Francisco, CA | 628.264.4375| shellycm18@gmail.com
linkedin.com/in/amazingshellyyy | Portfolio: https://amazingshellyyy.com/
STEM with 3 year OPT/ Willing to relocate

Summary

Gifted programmer with emphasis on problem-solving, time and task management skills, good communication skills and experience developing ground-breaking applications.

I am a developer with designing, management, and marketing background. I am a people person. I am a pixel-perfectionist. I am also very good at balancing delivery on time and assure quality is not sacrificed. Prioritizing tasks and doing user A/B testing to ensure product quality.

• Ability to learn new technology from scratch and eager to implement
• Proficient in MERN stack - MongoDB, Express.js, React.js, Node.js.
• Able to build solid full-stack applications from planning to execution with either teams or solo.
• Experienced designing and work with both SQL and NoSQL database
• Detail-oriented, independent developer with the ability to deliver high-quality code to production
• Successfully executing projects in a fast-paced, growth environment

Skills

• **Backend**: RESTful, express.js, Django, MongoDB/PostgreSQL/MySQL, JWT, SEO
• **Frontend**: html/CSS, JavaScript, React, RWD
• **Language**: JavaScript, Nodejs, Python, Java
• **DevOps**: NPM, K8s, shell script, Heroku
• Marketing knowledge: HubSpot, Keyword Marketing, Google Ads, Google Analytics, Facebook Ads, SEO, SEM, Email Marketing
• Designing software: Adobe Photoshop, Adobe Illustrator, Adobe XD (Experience Design)

Projects

StartKicker - A platform where user can browse different projects and back the project as well as create project to seek support.
• A four-day personal Project build with MongoDB, Express.js, React.js and Node.js, with integration of AWS SES and Stripe payment API. Deployed on Heroku(Backend) and GitHub pages(Frontend).
• http://amazingshellyyy.com/startkicker

CatBook - An internet community where user can share their love of cats, read about other cats and follow other cat lovers.
• A Django python based application with PostgreSQL in four days with 2 other teammates.

GeoFetch - A todo app with geolocation for assigning locations to todo lists.
• A group project work with MongoDB, Express.js and Node.js and integrate with Google places API. Deployed on Heroku.
• https://geotask.herokuapp.com/

Work Experience

Project Manager — Philadelphia, PA
InstaHub (IoT lighting automation solution Start-up) — May 2019 – December 2019
• Led a team of 15 people on copy writing for company blog to raise brand awareness as well as generate inbound leads.
• Led a team of 10 people to develop company website by cross-functional communication between back-end developer, front-end developer and UI /UX designer which decreased the bounce rate by 10%, increased visitors by 200% and page views by 400%
• Introduced HubSpot to the team and utilized it for business development and outbound lead tracking which improved the customer journey and successfully pulled off 3 pilot projects in 1 month which included one with University of Pennsylvania
• Conducted competitor analysis, social media analysis and ideal customer persona to sharpen brand positioning and marketing strategy
• Executed on website design, social media strategy, business development strategy and sales pipeline which provided overall strategy and direction for the company and for sales and marketing team to follow.
• Implemented project management tool Asana for team use which help accelerate team efficiency and task quality control

Education

General Assembly — San Francisco, CA
Software Engineer Immersive — March 2020

University of Illinois at Urbana-Champaign — Champaign, IL
Master of Science in Technology Management — August 2019

National Chengchi University — Taipei, Taiwan
Bachelor of Science in Management Information Systems — June 2018

University of Washington — Seattle, WA
Exchange Student in Foster School of Business — Spring 2018

Additional Information

Interest and skills: Jogger, dancer, experienced table tennis player, event planning, blogger, baker