

# ASIA CARTER

*FullStack Software Developer*

## Profile

A lifetime lover of all things data and design, it took a few years of exploring the world of marketing to stumble upon a career that marries my knack of the analytical with my love of the creative: Software Development.

## Contact

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## Projects

### CHECKUP



*A mobile-first web application designed to ease communication between doctor and patient by allowing users to organize questions pre and post doctor's appointment, record appointments, track symptoms and store photos/files*  
*.Built in ReactJS with Firebase*

### REACT NUTSHELL

*Nutshell is a dashboard for people to use to organize their daily tasks, events, news article, friends, and chat messages. Built in ReactJS*

## Education

### FULL STACK SOFTWARE APPRENTICESHIP

*Nashville Software School, 2019*

### ENVIRONMENTAL ENGINEERING

*Barnard College, Columbia University, 2011-2014*

## Work Experience

### FULL STACK SOFTWARE DEVELOPER (11/18-05/19)

*Nashville Software School | Nashville, TN*

*6-month full-time software apprenticeship with emphasis on JavaScript, React and C#/.NET*

Hands-on application of OOP fundamentals in both group and individual projects

Single-page web application development using HTML, JavaScript, React and CSS/Bootstrap

Application design through wire framing and white boarding dependencies

Task Automation with Grunt, Browserify, ELLint and NPM

Project management with Github & Trello

Currently Learning: C#/.NET, SQL and ReactNative

### MARKETING DIRECTOR/LEAD BUYER/STORE MANAGER (02/15 - 11/2018)

*Silver Steer and Company | Franklin, TN*

*locally owned clothing and home goods boutique*

#### Head Buyer:

Managed budget of over \$50,000

-Through comparative market research was able to pinpoint areas of weakness within the existing buying structure and pinpoint vendors and negotiate contracts with vendors with a lower price point increasing the product volume of the store by almost 50%

- Interface with over 30 vendors to discuss purchasing requirements

- Negotiated an agreement that decreased shipping costs for a major vendor by 20%

- Craft and issue RFPs, manage vendor correspondence, evaluate proposals, and select partners across goods

- Enter plans/buys into Quickbooks and issue vendor insertion orders.

- Update purchase requisitions, orders and inventory using Lightspeed

#### Marketing Director:

-Managed a budget of \$5,000

- Led campaign reporting and analyses using Google and Facebook analytics.

- Led Christmas Campaign in 2015 via Facebook Advertising platform, which reached 8,000 unique customers. After noticing that demo targeting wasn't effective, during Christmas Campaign in 2016, redefined targets, effectively widening reach by 50% and increasing turnout to the event by 30% over previous year

- Re-directed marketing budget to focus on cost-effective methods, virtually halving the original budget.

- Generated consistent content (photographed and wrote copy for) for all social media channels with an emphasis on Facebook and Instagram, more than doubling each audience

- Designed and maintained e-commerce website

#### Store Manager:

- Directed annual Christmas showcase from concept to development to on-site management attended by approximately 300 customers

- Handled all payroll and bookkeeping functions

- Schedule, train and coach employees to maximize performance in customer service, revenue generation, and daily tasks such as stocking and up-selling

- Spearheaded customer loyalty program

- Sourced and worked with local vendors to diversify offerings, keep costs low and build community relations