

BACH H. LE

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FULL-STACK WEB DEVELOPER

Experience using frontend and backend technologies such as Ruby, Rails, Node, JavaScript, and React. With a global business background, I possess strong skills in collaboration, problem-solving, and communication. I am passionate about learning new things and staying current with technology and bringing innovative ideas to accomplish robust projects.

EDUCATION

Fordham University, Gabelli School of Business

Bachelor of Science in Global Business, Minor in Computer Science

GPA: 3.6

Honors: Fordham Faber Merit Scholarship Award | Woolworth Academic Awards

New York, NY

Expected May 2024

Flatiron School

Full Stack Web Development, Ruby on Rails and JavaScript program

Honors: Best Final Project

New York, NY

April 2022 - August 2022

TECHNICAL SKILLS

Javascript, ReactJS, Ruby/Rails, Git, PostgreSQL, JSON, Tailwind CSS, Postman, Bootstrap, HTML, CSS, R, C++

TECHNICAL PROJECTS

Boomergram - [Github](#)

A social media app similar to Instagram that has a Gen Z/Gen X slangs dictionary built-in and caption parsing algorithm

- Modeled custom database schema and REST API with *Ruby on Rails*, *Active Record*, and *Postgres*
- Developed user interface using *Javascript*, *React*, *Tailwind CSS*, and *Heroicons* with responsive design techniques
- Authenticated users at login by encrypting identifying account information via *JWT*
- Engineered an automatic string parsing algorithm that finds slangs in the caption and translates them to standard English

Not Skullcandy - [Github](#)

An online e-commerce store modeled after [Skullcandy.com](#) with a seamless Stripe check-out page

- Developed *Javascript/React* front-end and *Rails/Active Record/Postgres* back-end application
- Integrated *Stripe* to collect online transactions information and payment
- Leveraged *Tailwind CSS* and *Heroicons* to accurately clone the *Skullcandy* original website design language
- Implemented Design Thinking methodology to develop UI and UX design strategy for seamless application navigation

EXPERIENCE

Vietnam – New York Youth Association

Media and Marketing Coordinator for the “2022 Vietnamese Lunar New Year Event”

- Planned promotional digital marketing campaign for the event using *Google Sheets* and *Notion*
- Increased social media exposure by creating written and visual content, receiving 17,000 impressions in three weeks
- Sold 150 tickets for total revenue of \$6,000 in 2 weeks, achieving full capacity for the event
- Contacted and successfully obtained coverage on 10 national news channels and online newspapers

New York, NY

January 2022

Gabelli School of Business Consulting Cup Challenge

Semi-finalist

- Collaborated with a six-person team to study *Lyft, Inc.* to participate in a university-wide business plan competition
- Conducted financial, operational, and strategic analysis of *Lyft* to identify its business challenges
- Developed the “*Lyft Green*” electric vehicle charging station to solve the low market share problem
- Presented business solutions in five written reports and a formal *PowerPoint* presentation to a panel of three judges

New York, NY

September 2021 – December 2021

The British Council

Customer Service Intern

- Liaised students and parents with advisors for consultation and problem-solving initiatives (100 weekly requests)
- Provided Tier-1 customer service through formally responding to customer inquiries and supporting front desk requests
- Composed quarterly written reports of students’ performance and behavior both in and out of the classroom
- Built rapport with clients through attentive monthly update emails and calls to boost student re-registration rate

Hanoi, Vietnam

January 2021 – July 2021