

# YIXUAN (SALLY) ZHANG

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Portfolio: <https://banbanleelee.github.io/ReactPortfolio>

## SUMMARY

As a full-stack web developer, I offer a unique blend of marketing and psychology expertise to optimize user experiences on the web while committing to continuous learning and expanding my technical skill set to enhance the web development process.

## TECHNICAL SKILLS

- **Server-side:** NodeJS, MongoDB, Express, MySQL, Sequelize, Mongoose, Apollo, GraphQL, RESTful API
- **Client-side:** React.js, JavaScript, HTML, CSS, jQuery, Bootstrap, Tailwind, Bulma, Materialize, FontAwesome, Progressive Web Apps, Insomnia
- **CI/CD:** Heroku, Git/GitHub, shell scripting
- **Other:** Scrum, agile methodology

## WORK EXPERIENCE

**Georgia Institute of Technology | EdX** | Web Development Boot Camp Teaching Assistant Jul 2022 - Present

- Provided guidance and tutoring, overseeing the graduation of over 70+ coding bootcamp students across two cohorts
- Collaborated with other instructional team members to disseminate coding knowledge via coding exercises and activities

**Mico World Limited** | Marketing Manager Feb 2021 - Present

- Researched and analyzed user preferences for live stream content and planned weekly events, generating \$10,000 worth of gifting on average for each event
- Organized weekly marketing and operation performance review sessions regarding the competitive condition in the NA & EU markets, go-to-market insights for growth opportunities, and revenue and profitability goals

**OutdoorMaster.com** | Media Buyer May 2020 - May 2021

- Integrated target users' interests and behavior patterns to develop advertising strategies and digital assets and achieved an average Return on Ads Spending on Facebook Ads Manager of 3.5
- Communicated and collaborated with various internal stakeholders to enhance the efficiency of advertisement delivery, with an average of merely 24-hour turnaround time

**World Health Ambassador** | Caspio Developer Sep 2019 - Aug 2020

- Built and deployed database web forms on Caspio software to collect and manage user and activity data
- Wrote 90% of the code in HTML, delivered on time and under budget, and received highly positive feedback from managers

## PROJECTS

**Honey Bee Music** <https://github.com/banbanleelee/HoneyBee>

A Discord Music Player Bot July 2022

- Integrated Discord Bot API and YouTube API with JavaScript to enable user music control commands
- Deployed on Heroku for 24/7 live hosting on Discord and benefited more than 20 users

**Deal Lifter** <https://github.com/banbanleelee/DealLifter>

A Coupon-sharing Website, **Georgia Institute of Technology Coding Bootcamp** June 2022

- Used MERN (MongoDB, Express, React, Node) stack and led the development project group: wrote 60% of the code; reviewed the other 40%
- Used React.js to develop front-end components and pages, including user dashboard, deals, search bar, etc.
- Used GraphQL, MongoDB, Mongoose ODM, and Sequelize to manage data, models, and user requests
- Employed JSON Web Tokens and Bcrypt to enable user registration and log-in with secure credentials

**Movie Hunters** <https://github.com/banbanleelee/MovieHunter>

A Movie Search Engine, **Georgia Institute of Technology Coding Bootcamp** Feb 2022

- Implemented HTML and CSS (Bootstrap and FontAwesome libraries) to build a responsive user interface
- Utilized JavaScript and jQuery to conduct API requests from The Movie Database API and The IMDB API to collect and present movie information based on user searches and popularity
- Applied Scrum methodology to collaborate with a team of four people to ship in only 1 week

## EDUCATION

**Coding Boot Camp Certificate** | *Georgia Institute of Technology* Atlanta, GA | 2022

**M.S. in Marketing** | *The Johns Hopkins University* Baltimore, MD | 2019

**B.A. in Business, B.A. in Psychology** | *Brandeis University* Waltham, MA | 2017