

# Bruce Molina

NYC based Fullstack Web Developer

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<https://www.brucemolina.com>

Analytical and adaptable Web Designer seeking a Fullstack Developer position that will allow me to utilize scripting languages and frameworks like Python, Ruby and React to deliver complex web applications and seamless solutions for end-users.

## Technical Skills

**Languages:** Python, React, Redux, Javascript, Ruby, Ruby on Rails, JQuery, AJAX, SQL, HTML, CSS, Sass  
**Quantitative Packages:** Numpy, Pandas, Matplotlib

**Databases:** SQL, PostgreSQL, SQLite3  
**Google:** Google Analytics, AdWords, Google My Business, Drive, Hangouts, Sheets, Docs, Slides

## Experience

### Byte Academy - Fullstack Python Web Development Intensive

Feb. '19 - Jun. '19

Designed and developed fullstack web applications using technologies including Python, Pandas, Numpy, SQLite, Javascript, CSS and React. Collaborated with other developers via Github to establish workflows. Key projects include the following:

- **Terminal Trader** - Built with Python, Flask, CSS, Javascript and React.
  - A mock trading application for users to buy and sell stocks while also reviewing live prices through API calls.
- **PoliDex** - Built with Python, Flask, SQLite3, CSS, Javascript and React.
  - An application designed to assist users in determining their voter registration status while also providing top-level summaries about their political representatives (recent votes, positions on key issues).
- **Expensify** - Built with React, Redux, Firebase and Sass.
  - A web application that allows users to keep track of their expenses and sort by title or date.
- **Indecision** - Built with React and Sass.
  - An application where users can create and manage a to-do list of important items.
- **Vivify** - Built with Python, Flask, SQLite3 and React.
  - A mobile app to assist small business owners with business continuity in the event of a natural disaster (Hackathon Project).

### Google - Community Manager - Local Guides Connect

Jun. '17 - Dec. '18

Key influencer on the Local Guides team; leading project management efforts in spam fighting, analytics projects and KPI reporting for the Local Guides community and Local Guides Connect website.

- Regularly develop and maintain dashboard reporting via Google Analytics and Data Studio to identify performance trends, measure program health and develop insights to drive product strategy.
- Managed the implementation of various touch points in Local Guides rewards and partnership programs by working in tandem with cross-functional teams. Promotions reached over 10MM Local Guides worldwide and contributed to an aggregate 5%+ increase in UGC contributions on Google Maps.
- Engage, educate and foster the Local Guides Connect community of 800K+ users on behalf of the Google brand through proactive communication and content development.

### Euromoney Institutional Investor PLC - Audience Development/Ad Ops Manager Jan. '16 - Jun. '17

Analytical lead for all *Institutional Investor Journals* marketing and advertising campaigns including lead engagement, customer nurturing, retention and new business acquisition.

- Promoted brand awareness through custom media partnerships and scalable lead generation campaigns; leveraging relational databases and CMS systems to identify new sales opportunities.
  - Developed webinars, email campaigns and social media content for our LinkedIn and Twitter channels, producing efforts that brought in over \$900K in sales revenue for the *II Journals* brands.
- Responsible for creating proposals rooted in analytics, to derive insights that helped identify optimal distribution, outreach and cost effectiveness of print product offerings.
- Created an audience development strategy, leveraging all platforms & touch points, ensuring consistent and targeted messaging for the *II Journals* brands.

## **Time Inc. - Associate Brand Manager: Sports Illustrated**

**Apr. '11 - Dec. '15**

Responsible for implementing brand marketing strategies and managing KPI reporting for all wholesale, retail and social media initiatives.

- Created dashboards and ad-hoc reports that empowered sales representatives to successfully sell-in Sports Illustrated products and one-off promotions across North America.
  - Created analyses and research projects that reported on market growth, retention and engagement metrics for senior management to determine the health of promotional campaigns.
- Coordinated promotional initiatives and digital and social media partnerships for the Sports Illustrated Swimsuit Issue.
  - Developed and implemented social media content for partner retailers including 7-Eleven, WalMart, Kroger supermarkets, Target, Walgreens, Costco, Sam's Club and major national airports.

## **Education**

**Byte Academy**, Full-time Web Development Immersive Program Certificate.

**New York University**, B.A. Broadcast Journalism.

## **Interests and Extracurriculars**

Web Development, stray cat rescue and rehabilitation, marathon running and HIIT training, baseball, fantasy sports and intramural team sports including dodgeball, kickball and football.