

Bruce Molina

NYC based Full-Stack Web Developer



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<https://github.com/brucemolinanyc>

<https://www.brucemolina.com>

Analytical and adaptable Web Designer seeking a Software Engineer/Developer position that will allow me to utilize scripting languages and front-end frameworks to deliver complex web applications and provide seamless solutions for end-users.

Technical Skills

Frontend: HTML, CSS, Sass, Javascript, React, Bootstrap, jQuery, Redux, Sagas, Handlebars

Back-end: Python, Flask, Node.js, Express, Ruby, Ruby on Rails

Miscellany: NGINX, Postman, Webpack, npm, Yarn, Jupyter Notebooks, Mongoose

Databases: Firebase, MongoDB, SQL, SQLite3

Quantitative Packages: Numpy, Pandas

Google: Google Analytics, AdWords, Google My Business, Drive, Hangouts, Sheets, Docs, Slides

Experience

ThinkEmpire: Junior Software Engineer Intern

August. '19 - Present

Develop, refactor and test code for a real-estate startup using agile methodologies.

- Develop back-end database queries for projects using SQL and build RESTful APIs and web services using Python and Node.JS.
- Develop clean, interactive user interfaces and front-end services using HTML, CSS, Javascript, Material-UI/React, Redux and Redux Sagas.
- Responsible for debugging and maintaining application logic. Respond to bugs via ticket handling in JIRA. Regularly test all refactored code and front-end enhancements.
- Participate in daily scrum meetings and walkthroughs with the engineering team.
- Prepare and present demos to the business side to demonstrate weekly enhancements to the product.

Practical Programming: P/T Teaching Associate

July. '19 - Present

Provide practical hands-on instruction to enhance the learning experience for full-stack software engineering students.

- *Navigating ambiguity and demonstrating leadership:* Lead classroom discussions, guiding inquiries and emphasizing the meta-skills and core concepts of software engineering.
- *Scaling operations:* Develop course exercises and class lectures in Python, Javascript and React, in efforts to evolve the curriculum and ensure a high-quality learning experience.
- *Demonstrating high technical aptitude:* Support students with in-class projects and object-oriented-programming challenges by reviewing, debugging and tracing data through the stack.
- Facilitate a supportive and energetic community that is welcoming of student needs and learning styles through one-on-one support, inspiration and mentorship.

Byte Academy: Full-Stack Python Web Development Student

Feb. '19 -

May. '19

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

- **Terminal Trader** - Built with Python, Flask, SQL, CSS, Javascript and React.
 - A mock trading application for users to buy stocks while also reviewing live prices through RESTful API calls.
- **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.
- **Decision Maker** - Built with React and Sass.
 - An application where users can create and manage a to-do list of important items.
- **PoliDex** - Built with Python, Flask, SQL, 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).

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.

- *Market data insights and competitive analysis:* 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.
- *Program and Stakeholder Management:* 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.

- *Launching integrated programs:* Promoted brand awareness through custom media partnerships and scalable lead generation campaigns; leveraging relational databases, CMS systems and other technical solutions 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.

Time Inc.: Associate Brand Manager - Sports Illustrated '15

Apr. '11 - Dec.

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 / Computer Science Program - Certification

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.