

Bruce Molina

NYC based Fullstack Web Developer

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<https://www.brucemolina.com>

Analytical and adaptable Web Designer seeking a Backend Developer position that will allow me to utilize scripting languages like Python, Ruby and Node.JS 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

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

Experience

Byte Academy - Fullstack Python Web Developer

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
 - An 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)
- **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
- **Expensify** - Built with React, Redux 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

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

Lead 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.
- Created an audience development strategy, leveraging all platforms & touch points, ensuring consistent and targeted messaging for the *II Journals* brands.
- Perform complex data analyses to derive insights that helped identify optimal distribution, outreach and cost effectiveness of print product offerings.

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

Apr. '11 - Dec.

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

- 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.
 - Created data analyses and P&L reporting that empowered sales representatives to successfully sell-in Sports Illustrated products and one-off promotions across North America. Supported a national wholesale and retail team of over 100 individuals through various analyses and research and shopper insights projects designed to improve sales efficiency and promote new business acquisition.

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.