

CARMEN MACLEROY OBIED, Ph.D.

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Full-Stack Software Engineer

Full-Stack Software Engineer and Digital Marketing Manager, focused on building and scaling apps and UX internationally. Experienced in JavaScript, React, Redux, Node, MERN, AWS, building analytics visualization UIs, automation tools and more. Hold a PhD and years of experience in management, research, and data analysis. Positioned to offer unique perspectives as a full-stack developer, leveraging background in programming, adtech and science. Adept problem-solver, fluent in 5 linguistic languages.

Technical Skills

Programming Languages: JavaScript, Node.js, React.js, jQuery, SQL, CSS, HTML | **Management:** Agile/Kanban Methodologies
Technology/Frameworks: Git, GitHub, Redux, AWS/Serverless, Firebase, Express, MySQL, Sequelize, MongoDB, Mongoose, JSON, React Native, Redis, Trie autocomplete, Postman, RESTful APIs, OOP, MVC, MERN, TDD, Salesforce, JIRA, Google Analytics, Excel
Linguistic Languages: English, Portuguese, Spanish, French, Italian, Arabic

Recent Client Projects

CALA Technologies – Software Engineer | Los Angeles, CA | October 2020 – Present

- Building a community service mobile application for an EdTech client that provides a curated cultural experience that is personalized to user groups, with user roles and dynamically generated events, news, content, and social engagement.
- Tech:** React Native, iOS (Xcode) and Android (Android Studio) simulators, Expo, Express, Firebase db and authentication

InsightRX – Software Engineer (Project Lead) | San Francisco, CA | May 2020 – October 2020

- Built a UI analytics visualization dashboard and internal automation tool for InsightRX's event capture service. Led the team and created a web app to manage the event capture data, providing a tool for registering/tracking new events and an analytics visualization UI with tables and charts. This included: full-stack app, optimisation, debugging, new features.
- As Project Lead, led the team by implementing agile/kanban methodologies, assigning tasks, running regular scrums, attending weekly sprints with client head engineers and team. Created authentication using passportjs, stored user credentials in MongoDB, helped build backend and set up API calls, converted app to React, implemented Redux, created functional components and custom hooks, retrieved data by API calls to dynamically generate tables/charts from JSON, used Redis cache and Trie autocomplete. Migrated to Serverless using AWS Lambda and DynamoDB.
- Tech:** JS, Node, React, Redux, Express, Redis, auth0, passport, MongoDB, JSON, Axios, Trie, AWS Lambda, DynamoDB

American Honda Autos – Software Engineer | Los Angeles, CA | April 2020 – May 2020

- Provided an enhanced, non-intrusive experience on the Honda Autos site by geolocating users upon landing, while optimising page download and server-side performance. This involved implementing Global Geolocation to be applied sitewide for zip retrieval with a map display using Bing Maps API. Helped create server-side API to retrieve zip code and local server for API calls. Used asynchronous JS, async/await, fetch, JSON and HTTP GET/POST requests on the backend to set up API calls for zip code retrieval and re-populating the map based on zip code inputs; created Regex validation for US zip codes with 5 numbers. Used session cookies to store users' zipcode for improved UX.
- Tech:** Vanilla JS, Axios, Node, Express, JSON, async/await, fetch, http requests, Regex, Bing Maps API, session cookies

Current Position

Digital Marketing Manager – Prodege, LLC | El Segundo, CA | Jan 2018 – Present

- Built and A/B tested retention and winback emails, as well as automated responsive email drip campaigns for onboarding on desktop and mobile (using HTML, CSS, SQL), which increased activation rates and RPU by 40%.
- Reported directly to SVP of Global Markets. Developed growth/retention strategies that led to 42%+ revenue growth, forecast budgets, measured ROI, oversaw department goals, worked closely with our developers and data scientists.
- Managed UA campaigns (DOI, Co-reg, PPC, CPA, SEO, Referral, pixel tracking) across multiple digital channels (Google Ads, Facebook Ads, Snapchat Ads) and affiliate partners, that led to a 40% increase in MAUs in multiple verticals.
- Tech:** SQL, JavaScript (Pixel), HTML, CSS, JIRA, Salesforce, Google Analytics, Excel, Qlikview, Adobe Suite

Education

- UCLA Extension Coding Bootcamp:** Full-Stack Software Engineering | UCLA Extension, Los Angeles, CA.
- Doctor of Philosophy:** Digital Archaeology (Fully-Funded) | University of Southampton, UK.
- Master of Science:** Anthropology (4.0 GPA) | University of Southampton, UK.