

CARMEN MACLEROY OBIED, Ph.D.

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Full-Stack Software Engineer & Marketing Manager

Full-Stack Software Engineer (UCLA-Extension). International Online Marketing Manager, focusing on growth and retention to scale consumer brands and apps globally. Hold a PhD and years of experience in management, research, and data analysis. Adept problem-solver with fluency in 5 languages, further accenting proven ability to communicate with versatile and expert authority. Positioned to offer unique perspectives as a full-stack developer, leveraging background in digital marketing, research, and web development. Seeking to join an ambitious, innovative, technology forward company in L.A.

Technical Skills

Coding Languages: JavaScript, Node.js, React.js, JSON, jQuery, SQL, CSS, HTML

Technology/Frameworks: Git, GitHub, Heroku, Express, Sequelize, MySQL, MongoDB, Mongoose, Handlebars, JSON, JIRA, Redis cache, Trie autocomplete, Postman, RESTful APIs, ORM, MVC, ODM, OOP, Zenhub, Salesforce, Google Analytics, Excel

Linguistic Languages: English, Portuguese, Spanish, French, Italian, Egyptian-Arabic

Client Projects

InsightRX – Project Manager, Software Engineer | San Francisco, CA | May 2020 – Present

- Built a UI for the InsightRX event capture service (HERO). The goal was to create a web application to manage the HERO event capture data, providing an analytics visualization UI and internal tool. This included: full-stack app, optimisation, debugging, building new features. Helped build the backend and set up/test API calls, created user authentication, converted app to React, created functional components, set up state/props, retrieved data by API calls to dynamically generate table/chart analytics from JSON schema, used Redis cache and Trie autocomplete.
- Tech:** JS, Node.js, React.js, Express.js, Redis cache, auth0, JSON, Axios, Trie, Lodash, Echarts, dotenv, Postman

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. Helped create server-side API to retrieve the zip code and a 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, Yarn, Axios, Node.js, Express, JSON, http GET/POST requests, session cookies, Bing Maps API

Current Position

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

- Developed growth and retention strategies that led to 42%+ increase in revenue and 40% activation rates YoY.
- Reported directly to SVP of Global Markets. Forecasted annual/quarterly budgets, developed growth strategies, measured ROI, oversaw departmental goals, and worked closely with our developers and data scientist teams.
- 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), increasing activation rates and RPU by 40%.
- Managed UA campaigns (DOI, Co-reg, PPC, CPA, SEO, Referral) across multiple digital channels (Google Ads, Facebook Ads, Snapchat Ads) and affiliate partners, that led to a 40% increase in MAUs in multiple verticals.
- Presented weekly/quarterly Revenue & UA Dashboards on KPIs, revenue growth, pain-points, and strategies.

Education

- UCLA Extension Coding Bootcamp:** Full-Stack Software Engineering | UCLA Extension, Los Angeles, CA.

- **Doctor of Philosophy**: Anthropology (Fully-Funded) | University of Southampton.
- **Master of Science**: Anthropology (4.0 GPA) | University of Southampton.
- **Bachelor of Arts**: Anthropology (with Spanish, Italian, Arabic) | University of Southampton.