# CARMEN MACLEROY OBIED, Ph.D.

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## Full-Stack Software Engineer

Full-Stack Software Engineer (UCLA Extension) and Digital Marketing Manager, focusing on product optimisation to build and scale apps and products globally. Hold a PhD and years of experience in management, research, and data analysis. Adept problem-solver with fluency in 5 linguistic languages. Positioned to offer unique perspectives as a full-stack developer, leveraging background in web development, ad tech and research. Passionate about technological and scientific innovation.

## Technical Skills

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

## Recent Client Projects

**InsightRX – Software Engineer (Project Lead) | San Francisco, CA | May 2020 – Present**
- Built a UI analytics 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.
- Presented weekly/quarterly Revenue & UA Dashboards on KPIs, revenue growth, pain-points, and strategies.
- **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.