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 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 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, Express, TDD, Sequelize, AWS/Serverless, MySQL, MongoDB, Mongoose, JSON, Redis cache, Trie autocomplete, Postman, Ant, RESTful APIs, OOP, ORM, MVC, ODM, 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 for the InsightRX event capture service (HERO). Goal was to create a web application to manage the event capture data, providing an analytics visualization UI and internal tool. This included: full-stack app, optimisation, debugging, building new features. Led the team and implemented agile/kanban methodologies, assigned tasks, ran scrums, attended sprints with client head engineers and team, helped build backend and set up/test API calls, created 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, used Redux, Redis cache, Trie autocomplete.
- **Tech:** JS, Node.js, React.js, Redux, Express.js, Redis cache, auth0, JSON, Axios, Trie, Echarts, Postman, AWS

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
- 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%.
- 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.
- 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:** Digital Archaeology (Fully-Funded) | University of Southampton, UK.
- **Master of Science**: Anthropology (4.0 GPA) | University of Southampton, UK.