CHRISTY CHEN

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SKILLS

JavaScript, Python, Node.js, Express.js, Sequelize, Flask, SQLAlchemy, Alembic, PostgreSQL, SQL, React, Redux, HTML5, CSS3, Pug, WTForms, TDD, RESTful architecture, Docker, Jinja, Socket.IO, Git

PROJECTS

The Book Nook, a book club community manager with live chat capabilities.   **Live** // **Github**
Python, JavaScript, Flask, Node.js, React, Redux, SQLAlchemy, PostgreSQL, HTML, CSS, SocketIO
- Engineered a robust backend environment using **Flask**. Created relational tables using **SQLAlchemy** and **PostgreSQL**, then abstracted database queries into a services layer for improved separation of concerns.
- Implemented built-in and custom **WTForm** validation checks for all actions involving the handling of database records.
- Built a normalized **Redux** store to optimize performance, reduce backend server load, and handle joined data efficiently.
- Leveraged **Socket.IO** and **Flask-SocketIO** to create live, data-persisted chat rooms for each book club.

Carpe Diem, an event sharing application for hosting and finding electronic dance music events.   **Live Site** // **Github**
JavaScript, Node.js, Express.js, Sequelize, PostgreSQL, React, HTML, CSS
- Set up a comprehensive environment using **Sequelize** and **Express.js** with RESTful architecture in mind. Incorporated a database services layer, custom server-side request validation, and introduced **CSRF attack protection**.
- Developed modular, lightweight, styled **React** components for all frontend portions, including controlled inputs for all form submissions related to publishing and drafting event records.
- Created a normalized **Redux** store to save state, dynamically re-render components, and interact with the backend **API**.

One-To-Ten, a personality surveying application that matches like-minded users with one another.   **Live Site** // **Github**
Python, Flask, JavaScript, Node.js, React, Redux, SQLAlchemy, PostgreSQL, HTML, CSS
- Set up **API** routes in **Flask** for creating, viewing, and deleting user matches. Also implemented matches in the frontend, including deactivation and unilateral match deletion for user convenience in blocking and hiding profile information.
- Collaborated with three team members using **Agile methodology** in a weeklong sprint to deliver a viable product.

To-Moo List, an errand tracking application where users can register tasks and task lists.   **Live Site** // **Github**
JavaScript, Ajax, Node.js, Express.js, Sequelize, PostgreSQL, Pug, HTML, CSS
- Built a lightweight, single-server environment using **Express.js** and **Sequelize** for database models and **API** routing.
- Queried database with **Ajax** calls, then manipulated, segmented response data to render a dynamic, single-page app.
- Exponentially improved load speed by locating and debugging a weakness where duplicate **Ajax** calls were being made for already-fetched task items.

EXPERIENCE

life/after/denim Marketing & Ecommerce Manager   Los Angeles, CA   **2017 - 2020**
- **Ecommerce**: Worked with designers and web developers to build a custom Shopify store optimized for reduced bounce rates, SEO, and an omnichannel user experience, monitoring wireframe production and deployment builds.
- **Digital Strategy**: Created data-driven strategies to improve web sales and acquisition, resulting in a 30% YOY increase in revenue and 27% growth in traffic, overseeing end-to-end execution of all D2C efforts like planning, testing, reporting.
- **Email & Social**: Created campaigns, conducted A/B testing, and implemented automated flows for customer re-engagement. Conducted brand-building efforts on organic social that resulted in a 165% Instagram follower increase.

Marketing Associate   Los Angeles, CA   **2016 - 2017**
- **Ecommerce**: Conducted quarterly execution of key product launches and merchandising on Shopify.
- **Paid Advertising**: Monitored ad spend, bidding, and tested custom audiences on Facebook Ads and Google Adwords.
- **Social Media**: Developed the brand's visual story on Instagram with custom seasonal imagery.

EDUCATION

University of California, Los Angeles, B.A. Political Science: GPA 3.72, cum laude honors.   **Graduated 2016**
App Academy - 1000+ hour full-stack web development immersive program.   **Graduated 2022**
- **Topics**: Software fundamentals, object-oriented programming, TDD, programming best practices, scalability.