Colton Gray

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TECHNICAL SKILLS

Languages & Runtimes: JavaScript, TypeScript, Node.js
Libraries & Frameworks: React, Express.js, Tailwind
Databases, DevOps & Tools: MySQL, MongoDB, AWS S3, Sequelize, Mongoose, AWS EC2, Google Cloud, NGINX, DNS Management, Git, GitHub Actions, Mocha, Jest

PROJECTS

Flare | *Social platform to overcome anxiety with daily tasks, local events, & AI-powered coaching*   Feb 2025
- Built a venue data system using TypeScript & Express that combines Foursquare & Google Places APIs, with user flags for missing data
- Implemented error handling & retry mechanisms for external service failures, ensuring graceful degradation & data consistency across API calls
- Developed an event creation system with React, featuring a multi-step form with validation & a geolocation-based venue search using navigator.geolocation.getCurrentPosition() for native browser location
- Built an avatar creation interface using DiceBear, implementing real-time preview generation & state management for customization options through React's useState & useEffect hooks
- Designed Sequelize schema tying venues, events, & user data

Dogagatchi+ | *Enhanced legacy virtual pet simulator with voice-command capabilities*   Jan 2024
- Implemented Web Speech API & JSGF-based voice recognition for real-time training commands
- Developed React interface with real-time progress tracking & modal-based training system
- Built RESTful endpoints with Express & MongoDB to manage pet stats & customizable voice commands

Digi-Cry | *Mental health journaling application featuring sentiment analysis & local event discovery*   Dec 2023
- Built a sentiment analysis system using Google's Natural Language API, implementing custom data normalization algorithms with min-max scaling to convert raw sentiment scores into a standardized scale, with personalized user baselines based on historical emotional expression patterns
- Implemented a geolocation service using Google Maps API for reverse geocoding, converting user coordinates into city-level data, enabling personalized local event recommendations through SERP API integration

EXPERIENCE

Co-Founder   Aug 2020 – Sep 2024
Flipped Car Marketing   *New Orleans, Louisiana*
- Led marketing project management for NOLA Capital Partners' Holy Waters initiative, crafting strategies, campaigns, & a long-term roadmap
- Built & maintained Webflow websites for clients using tools like Finsweet & custom JavaScript to implement advanced functionality & improve user experience
- Delivered marketing solutions for businesses like ERG Enterprises, Houston Tea & Beverage, International Coffee Company, & more
- Designed & executed targeted ad campaigns for venues & events, including concerts for artists like Sabrina Carpenter, Death Cab for Cutie, Steve Lacy, Ween, & more

Marketing Coordinator   May 2019 – Mar 2021
The Dupuy Group   *New Orleans, Louisiana*
- Assisted IT in deploying a Warehouse Management System across multiple sites, training staff on handheld scanners
- Built an inventory system for sales support materials using Adobe Suite for content creation
- Compiled custom marketing packages for sales teams, tailoring content to highlight relevant client-specific details

EDUCATION

IBC Fundamentals of JS, Functional Programming, & Web Development Level 3   March 2025
Operation Spark
Coursework in Music Industry Studies   2016 – 2017
Loyola University New Orleans