

# DEBRA MAE LEE

Atlanta, GA 30329

(626) 720-4597 | [debramaelee@gmail.com](mailto:debramaelee@gmail.com) | [debramaelee.com](http://debramaelee.com) | [github.com/debramaelee](https://github.com/debramaelee)

## Languages & Technologies

Python | JavaScript | jQuery | Node.js | HTML5 | CSS3 | Bootstrap | PostgreSQL | Socket.IO  
JSON | Express | Ajax | Apache | Amazon Web Services | Photoshop

## Summary

- Dedicated Full Stack Developer currently attending an intensive, full-time accelerated 16-week coding bootcamp, DigitalCrafts (expected graduation: June 2, 2017).
- Aspires to utilize past experience in Digital Marketing paired with front-end and back-end programming knowledge to excel in my next role as a developer.

## Featured Projects

Hamster Wheel	<a href="http://wheelgame.debramaelee.com">wheelgame.debramaelee.com</a>	<a href="https://github.com/HamsterCorp/hamster-wheel">github.com/HamsterCorp/hamster-wheel</a>
---------------	--	---

- Online side scrolling game with a character jumping to avoid randomly generated obstacles.
- Features a login/sign up page, game screen, and leaderboard screen.
- Built with JavaScript, jQuery, Node.js, Express, PostgreSQL, Ajax, HTML/CSS.

Fireball Chicken	Demo unavailable online	<a href="https://github.com/debramaelee/pygame-project">github.com/debramaelee/pygame-project</a>
------------------	-------------------------	---

- Pygame featuring a character moving across the map, collecting food items while avoiding enemies in order to defeat the boss by using fireball ability.
- Built with Python and Pygame.

Tic Tac Toe	<a href="http://tic-tac-toe.debramaelee.com">tic-tac-toe.debramaelee.com</a>	<a href="https://github.com/debramaelee/tic-tac-toe">github.com/debramaelee/tic-tac-toe</a>
-------------	--	---

- Fully-functioning tic tac toe game which detects user wins, draws, and losses
- Built with JavaScript, jQuery, HTML/CSS.

## Experience

Senior Sales Analyst	Makita USA	Buford, GA	July 2016 – Dec 2016
----------------------	------------	------------	----------------------

Digital Marketing Specialist	Makita USA	La Mirada, CA	Jan 2015 - July 2016
------------------------------	------------	---------------	----------------------

- Augmented gross demand on Home Depot by 19.3% YTD (approx. \$3M) through online marketing management and demand forecasting; increased online gross unit by 27.2% YTD (approx. 26K units).
- Analyzed promotions, pricing, sales, and inventory in order to determine optimal ordering quantities and stock levels, while communicating between various IPR departments.
- Oversaw all aspects of online content and product pages for Makita's largest retailer, The Home Depot.

- Conceptualized and implemented new marketing plans leading to growth in retail channel business.
- Managed entire digital content and pages for products on e-commerce websites.
- Initiated and utilized market research, competitive analysis, and qualified metrics to develop effective strategies and communications plans.
- Monitored trends and prepared reports on e-commerce and in-store sales activity based retail channel program initiatives.

Marketing Coordinator	TCL USA	Corona, CA	Jan 2014 - Dec 2014
Sales & Marketing Assistant	TCL USA	Corona, CA	Mar 2013 - Dec 2013

- Reduced costs by saving thousands of dollars through in-house graphic design, marketing collaterals, and website management.
- Increased online presence and brand familiarity through social media; successfully increased Facebook Likes by 200%+. Implemented innovative marketing strategies.
- Acted as liaison between Design, Engineering, Production, and Sales departments to determine requirements and roadmaps leading to scaling product selection and improving target marketing.
- Scrutinized and accumulated latest NPD data, pricing grids, market intelligence reports, sell thru data and presented findings during weekly strategic team meetings.
- Worked at TCL Chinese Theatres to promote TCL brand and demonstrate TCL electronics; i.e.: 4K Ultra HD TVs, tablets, and smartphones. Managed on-site employees and technical troubleshooting

Other job titles from March 2011 to January 2013 include: Operations Assistant, Copywriter, and Marketing Intern

## Education

Full Stack Web Development Bootcamp	DigitalCrafts	Feb 2017 - Jun 2017
BS Business Administration, Marketing Management	California State Polytechnic University Pomona	2011 - 2013
AA Social & Behavioral Sciences	Pasadena City College	2010 - 2011

## Certifications

Google Analytics	Nov 2014
Google AdWords	Nov 2014