Rebecca Eng

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PROFILE

Full stack software engineer with a background in product management. Recognized for ability to develop customer-centric products and plan strategic programs. Seeking an opportunity to combine product management skills with a knowledge of web development to build products that serve users and create a positive social impact.

EDUCATION

UC Berkeley Extension • Berkeley, CA   DECEMBER 2020

Full Stack Web Development Program

Whitworth University • Spokane, WA   MAY 2014

B.A., International Business & B.A., Spanish   Magna Cum Laude

PROFESSIONAL DEVELOPMENT

- Python for Everybody by University of Michigan on Coursera (5 course specialization)
- Analyze Data with Python by Codecademy

PROJECTS

- Yelp for Help – program built using the Yelp and FOIA APIs that allows users to compare restaurants and auto theft rates
- Weather Dashboard – program that uses the Open Weather API to display current weather conditions based on user inputs
- Password Generator – a generator that uses JavaScript to access the DOM to create secure and randomized passwords

EXPERIENCE

Morphe, San Francisco, CA • Senior Specialist - Product Management & Global Brand Development   OCTOBER 2018-
SEPTEMBER 2020

- Manages the product strategy and roadmap of a $6.3M category to deliver innovative products in the latest technology to customers.
- Led the creation and execution of a new database classification system to improve functionality of sales reporting company wide. Partnered with data analysts and IT to successfully rollout.
- Drove product strategy and collaborated with cross functional teams to develop, test, and launch a key product collection that delivered +20% growth YOY.

Sephora, San Francisco, CA • Assistant Merchant – Product Management   APRIL 2018-
OCTOBER 2018

- Helped define the vision and strategy for one product category in order to achieve a revenue goal of $162M.
- Assisted the product management team to analyze market trends, competitors, and customer research to drive product pipeline and discontinuation strategies.

Sephora, San Francisco, CA • Merchandise Coordinator   APRIL 2015-
APRIL 2018

- Created and analyzed 5 weekly and monthly data reports to ensure leaders consistently received timely and accurate sales information.
- Created product briefs, calendars, and documentation to provide accurate information and direction for cross-functional partners.

SKILLS

- Programming Languages: JavaScript, HTML, CSS, Python, SQL
- Data Management: SQLite
- IDE Tools: Visual Studio Code & Atom

- Platforms: GitHub
- Proficient Spanish speaking & writing skills
- Proficient in Microsoft Office, Google Apps, & Mac OS