REBECCA ENG

CONTACT

San Francisco, CA

reng412@gmail.com

www.engrebecca.herokuapp.com

www.linkedin.com/in/engrebecca

www.github.com/engrebecca

SKILLS

Programming Languages
JavaScript (ES6), HTML5, CSS, Python & SQL

Frameworks/Libraries/Tools
React, Node.js, Express.js, jQuery, Handlebars, Bootstrap, Passport, AJAX & Postman

Databases
MySQL, Sequelize ORM, MongoDB & Mongoose ODM

Platforms
GitHub, Heroku & MongoDB Atlas

PROJECTS

Tech Talk
A professional networking site for women in tech.
www.github.com/engrebecca/tech-talk

XPLORE
A travel website that allows users to research cities, save unique trips, and share with friends.
www.github.com/engrebecca/XPLORE

Google Books Search
A React app that allows users to search for books through Google Books API and manage saved lists.
www.github.com/engrebecca/google-books

PROFILE

Full stack software engineer with a background in product management. Recognized for ability to develop customer-centric products and plan strategic programs. B.A in International Business and Spanish with a certificate in Full Stack Web Development. Excels at solving problems to build products that meet customers' needs.

EXPERIENCE

Senior Specialist - Product & Brand Management
Morphe | Oct 2018 - Sept 2020

- Managed 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.

Assistant Merchant
Sephora | Apr 2018 - Oct 2018

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

Merchandise Coordinator
Sephora | Apr 2015 - Apr 2018

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

EDUCATION

UC Berkeley Extension, Berkeley, CA
Certificate Full Stack Web Development | Sept 2020 - Dec 2020

Whitworth University, Spokane, WA
B.A. International Business & Spanish | Sept 2010 - May 2014