

# Rebecca Eng

San Francisco, CA • [reng412@gmail.com](mailto:reng412@gmail.com) • (510) 473-2267

LinkedIn: [linkedin.com/in/engrebecca](https://www.linkedin.com/in/engrebecca) • GitHub: [github.com/engrebecca](https://github.com/engrebecca) • Portfolio: <https://engrebecca-portfolio.herokuapp.com/>

---

## 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 from UC Berkeley Extension. Managed product pipelines and collaborated with cross-functional teams to successfully develop, test, and launch new products. Excels at solving problems to build products that meet customers' needs.

---

## SKILLS

- Programming Languages: JavaScript, HTML, CSS, Python & SQL
- Tools: React, Node, Express, jQuery, Handlebars & Bootstrap
- Data Management: MySQL, SQLite & MongoDB
- Platforms: GitHub & Heroku

---

## PROFESSIONAL DEVELOPMENT

- Python for Everybody by University of Michigan on Coursera (5 course specialization)
- Learn Python 3 by Codecademy

---

## PROJECTS

XPLORE • GitHub: [github.com/engrebecca/XPLORE](https://github.com/engrebecca/XPLORE) • Deployed: <http://shrieking-nightmare-37185.herokuapp.com/>

- Summary: A travel website that allows users to research cities, save unique trips, and share trips with friends.
- Technologies Used: MySQL, Sequelize, JavaScript, jQuery, Node.js, Express, Handlebars.js, HTML, CSS & Heroku

Yelp for Help • GitHub: [github.com/engrebecca/yelp-for-help](https://github.com/engrebecca/yelp-for-help) • Deployed: [engrebecca.github.io/yelp-for-help](https://engrebecca.github.io/yelp-for-help)

- Summary: A program built using the Yelp and FOIA APIs that allows users to compare restaurants and auto theft rates
- Technologies Used: HTML, JavaScript, jQuery & Bulma

---

## EXPERIENCE

**Morphe, San Francisco, CA • Senior Specialist - Product Management & Global Brand Development**

OCTOBER 2018-  
SEPTEMBER 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.

**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 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.

**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.
- Managed product briefs, calendars, and documentation to provide accurate information and direction for cross-functional partners.

---

## EDUCATION

**Certificate, Full Stack Web Development: UC Berkeley Extension, Berkeley, CA**

DECEMBER 2020

**Bachelor of Arts, International Business & Spanish: Whitworth University, Spokane, WA**

MAY 2014