Frankie Hanlon | Software Engineer

Los Angeles, CA • hanlonfrankiex@gmail.com • [Portfolio](#) • [LinkedIn](#) • [Github](#)

SUMMARY

Full-Stack Developer with a creative background who brings a curious and diligent mindset, always striving for ongoing growth and development. My passion lies in designing cutting-edge and pixel-perfect front-end interfaces. My creativity allows me to bring a unique perspective to the development process that helps teams to intuitively implement UX designs that are aesthetically pleasing and user-friendly.

SKILLS

Languages & Frameworks: (Front-end & Back-end) HTML, CSS, JavaScript, React.JS, BootStrap, MaterialUI, Node.JS, Express.JS, Python, DJango
Management & Deployment: Git, Github, Command Line
API Design & Development: RESTful APIs, Postman
Databases: MongoDB, SQL, PostgreSQL
Methodologies: Object Oriented Programming, MERN, Test-Driven Deployment, Responsive Design, Wireframing
Other: Adobe Premier, Adobe Photoshop, Adobe Illustrator, Figma, Unity, Trello

EXPERIENCE

Software Engineer | General Assembly | Remote   01/2023 - 07/2023

- Successfully completed a 6 Month, fast-paced, 500+ hour training program, focused on full-stack development with technologies such as Git/Github, HTML, CSS, JavaScript, Node, MongoDB, Express.JS, Mongoose, etc.
- Applied best practices in testing, deployment, code maintenance, documentation, and responsive design.
- Teamed up with peers to pitch, devise, and build products during coding springs, leveraging, project management, and version control tools.

Marketing Manager & Bartender | 71Above | Los Angeles, CA   11/2021 - Present

- Provided excellent customer service while executing multiple tasks as a bartender..
- Implemented and deployed social media campaigns to reach targeted audiences.
- Developed and executed cohesive social media strategy to increase engagement and brand awareness.
- Shot and edited compelling imagery and videos that capture the essence of the restaurant's atmosphere and menu items.

Director, Content Marketing | Tote & Carry | Los Angeles, CA   12/2021 - 06/2022

- Lead content marketing efforts for a luxury travel brand, including designing, developing, and optimizing content.
- Organize and produce successful video and photo shoots to promote the brand and its products.
- Implement and execute social media campaigns to increase brand awareness and reach targeted audiences.
- Refactor and maintain marketing campaigns to improve overall performance

Social Media Strategist & Consultant I Freelance | Los Angeles, CA   01/2018 - 03/2022

- Designed and developed social media strategies for various clients, including Build-A-Bear Workshop, Designedly Living, and Timex.
- Spearheaded social strategy, content capture, and marketing campaign execution on behalf of SP Releasing to support its feature film releases.
- Tested, debugged, and optimized social media campaigns to improve engagement and reach.
- Document and maintain social media campaigns for future analysis and improvement.

Social Media Strategist I Times10 | Los Angeles, CA   11/2017 - 03/2020

- Concept and execute social media marketing strategies for global brands such as Adidas, Anta Sports, Best Buy, Dick's Sporting Goods, MGM Resorts International, Monster Sound, Palm, and SimpliSafe.
- Source influencer marketing relationships and track social campaign metrics for success and ROI.
- Build, Test, and optimize social media campaigns to improve engagement and reach.
- Integrate and maintain social media campaigns to improve overall performance.

EDUCATION

Certificate, Software Engineering I General Assembly | Remote   **01/2023 - 07/2023**

Electrical Engineering | University Of Massachusetts Boston   **08/2011 - 08/2012**

Electrical | Worcester Technical High School | High School Diploma   **09/2007 - 06/2011**