

Frankie Hanlon | Software Engineer

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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, React, 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.

Projects

[Restaurant Employee Utility App](#) // [Github Link](#)

- A full-stack application developed using React for the frontend, Django for the backend, and PostgreSQL as the database, following Agile SCRUM methodology. Designed to streamline restaurant operations, it offers features such as menu item management, ingredient tracking, and allergy information. Leveraging technologies like React Dropzone Uploader for user-friendly file uploads, Cloudinary a cloud based media management solution, for efficient image and video storage and optimization, and Django REST Framework. It supports User Authentication, User Authorization, Role-Based Access Control, and Token Authentication. Built with mobile responsiveness and cross-platform compatibility, the application adheres to industry best practices in code modularity, maintainability, and security.

[Artel](#) // [Github Link](#)

- A comprehensive MERN stack application, Artel serves as a community platform for sharing and discovering AI-generated digital art. Utilizing MongoDB for data storage, Express.js for server-side logic, React for user interface, and Node.js for runtime, it facilitates user interactions such as uploading, commenting, and liking artwork. Integrating Passport for authentication, Bcrypt for password security, and JWT for token management, the system also employs Vanilla CSS and Tailwind CSS for styling, hosted on Netlify. Developed with a responsive design to ensure accessibility across devices, the project emphasizes user engagement and follows software engineering principles for scalability, performance, and reliability. Demo Login: Username-starwars PW-starwars

[RSF Recipes](#) // [Github Link](#)

- A full-stack CRUD application developed as part of a collaborative team project, following Agile methodologies. Utilizing modern web technologies such as JavaScript, HTML5, CSS3, Express.js, and MongoDB along with Mongoose ORM, the application provides a robust platform for users to browse, select, create, edit, and delete recipes across various cuisines. The system integrates a Kaggle API, importing over 80,000 recipes into MongoDB, and implements user authentication and authorization. Built with responsive design principles, the app ensures cross-platform compatibility and adheres to best practices in software development, including code modularity, maintainability, and security.

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**