

Grace Stafford

✉ gracestafford643@gmail.com ☎ 443-398-1030 📺 in/grace-643ges

SUMMARY

Software Engineer with a strong foundation in front-end and back-end web development, experienced in creating user-facing features and scalable web applications using HTML, CSS, JavaScript, TypeScript, Node.js, .NET, and SQL. Proven ability to collaborate with cross-functional teams, debug complex issues, and design intuitive user experiences. Quick learner and problem-solver with experience in agile environments, data analytics, and modern frameworks. Passionate about building secure, engaging, and high-impact digital products.

EXPERIENCE

Software Developer

Medifast Inc.

2022 - PRESENT

- Lead the design and implementation of digital data capture strategies using HTML, CSS, JavaScript, and Tealium.
- Manage A/B test setup through platforms like Optimizely to drive UX optimization and data-informed decisions.
- Collaborate cross-functionally with product, marketing, and engineering teams to build scalable, user-facing solutions that improve site performance and tracking capabilities.
- Supervise and mentor a team of contractors, reviewing technical work and ensuring on-time delivery of tagging and experimentation initiatives.
- Develop custom software tools and reporting pipelines to streamline analytics operations and marketing insights.
- Enforce compliance with privacy regulations (e.g., GDPR, CCPA) across all tracking and analytics implementations.
- Partner with front-end developers to embed tracking seamlessly into the site's architecture for accurate behavioral data.
- Conduct exploratory and statistical analysis of user engagement data to support product iteration and strategic planning.

Software Developer

Corsica Enterprise LLC

2022 - 2025

- Developed and maintained enterprise-grade web applications using the .NET framework, React, and SQL Server, focusing on reliability, scalability, and long-term maintainability.
- Participated in full software development lifecycle activities—including requirements analysis, architecture design, development, testing, deployment, and documentation.
- Translated complex functional requirements into robust technical solutions, working closely with analysts, stakeholders, and cross-functional teams to deliver high-quality applications.
- Engineered backend logic and database architecture to support performance-intensive features, leveraging SQL Server and relational database principles to optimize data integrity and access efficiency.
- Conducted unit and integration testing to validate system functionality and prevent regressions, with an emphasis on code quality and security best practices.
- Reviewed and refactored existing codebases to ensure compliance with modern development standards and reduce technical debt.
- Delivered timely technical updates and participated in regular sprint reviews and planning sessions to ensure alignment with project milestones and delivery timelines.

Creative Technologist

The Carolina Agency

2019-2020

- Worked as a creative contributor for The Carolina Agency, supporting clients through graphic design, branding, photography, and video editing for social media.
- Designed and implemented a Snapchat lens experience for the **Every Vote Counts** campaign during the 2020 election, collaborating with Magic Labs Media and using JavaScript and Lens Studio to create an interactive, awareness-driven filter.
- Partnered with designers and animators to deliver visually engaging digital assets that aligned with campaign goals and user engagement strategies.
- Gained experience balancing design creativity with technical functionality in media-rich environments.

EDUCATION

Bachelors of Arts Journalism Mass Communications

Minor in Applied Computing • University of South Carolina • 2021

SKILLS

Languages & Frameworks:

- HTML, CSS, JavaScript, TypeScript, SQL, C#, Python
- React, Node.js, .NET Framework, jQuery

Web & Application Development:

- Frontend and backend development
- Responsive UI/UX design
- Cross-browser compatibility
- API integration and server-side logic

Tagging & Analytics:

- Tealium (iQ Tag Management, Event Tracking)
- Google Analytics (GA4), Custom Dimensions
- A/B Testing with Optimizely
- Data capture strategy and implementation

Database & Infrastructure:

- SQL Server, SQL Server Management Studio (SSMS)
- Relational database design, stored procedures, query optimization
- Data modeling and reporting pipelines

Tools & Platforms:

- Visual Studio, Git, Chrome DevTools
- Lens Studio (Snapchat), Adobe Creative Suite
- Microsoft 365, JIRA, Confluence

Data & Privacy Compliance:

- GDPR, CCPA, data governance best practices
- Secure data transmission and storage
- Analytics QA and debugging

Soft Skills & Collaboration:

- Cross-functional team collaboration (dev, marketing, analytics)
 - Mentorship and task delegation
 - Agile methodology and sprint planning
 - Strong communication and documentation skills
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