

SUMMARY

Software engineer & strategist with 7+ years of experience in brand management, data analysis, business development & customer success. Skilled in crafting creative, automated solutions for corporate processes while holistically addressing client, company, team, & product needs.

SKILLS & TECHNOLOGIES

Experienced: JavaScript ES6+, Node.js, Express, React, Redux, Relational Databases, NoSQL Databases, Git, GitHub, Webpack, OOP, Functional Programming, RESTful APIs, MVC Framework, Material UI, HTML, CSS, Agile Methodologies

Working Knowledge: TypeScript, Python, Azure, Docker, Test Driven Development (TDD), MongoDB, Mongoose, PostgreSQL, Sequelize, AJAX, OAuth, JWT, Postman, Bootstrap, Figma, Photoshop, & other Adobe products

EXPERIENCE

Chores for Coins | Hackathon Winner | Software Engineer 2023

- Engineered server & NoSQL database for seamless integration of three models
 - Implemented secure JWT authorization, ensuring privacy for parents & children
 - Tailored React components to match UI/UX designs with pinpoint accuracy matching 95% of the original design
 - Arranged daily Scrum sessions to secure strong functionality between developers, designers, & hackathon staff
 - Identified three top pain points among parents, leading to the creation of the app
 - Led a 10-minute stage demo, presenting to judges while showcasing functionality, & fielding questions
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Cast | CRM Database for Casting Directors & Talent | Software Engineer 2023

- Employed React Router to harness lazy loading & page routing to optimize performance speed by 3%
 - Developed a universal search component to optimize database querying by increasing performance speed by 5%
 - Streamlined Express middleware, ensuring RESTful architecture & improving server request/response by 6%
 - Established git workflow, reviewing 8-10 pull requests daily for code quality & consistency on a 3-person team
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Mamba | Snake Game | Software Engineer 2022

- Developed game board capable of handling 256 objects, optimizing placement & increasing speed by 300%
 - Crafted responsive design without frameworks, enhancing theme without compromising gameplay, increasing accessibility compatibility by 25%
 - Conducted QA testing, improving user experience & playability, increasing playtime by 80%
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Meltwater | Key Account Manager 2022 - 2022

- Managed 50+ client relationships for a SaaS company, including Lime, Docker, & Turo
 - Collaborated with clients to boost campaign performance & social media presence by 60%
 - Created & refined boolean searches, leading to a 35% increase in relevant results & mentions
 - Automated performance reporting, with campaign-specific insights, resulting in boardroom-ready presentations
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Nielsen | Sports Account Manager 2021 - 2022

- Conducted data analysis utilizing proprietary tools for 25+ clients including Nike, Comcast, P&G, Oakley
 - Provided insight & strategy for clients, improving brand recognition & increasing ROI on an average of 40% YoY
 - Harnessed live game data to pitch design choices, such as Oakley's NFL helmet, increasing brand recognition by 60%
 - Mentored & supervised a 4-person team, emphasizing learning & development
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William Morris Endeavor | PR Account Coordinator 2019 - 2020

- Orchestrated local & national marketing efforts, yielding a 50% increase in brand placements
 - Received PRWeekly's Best Integrated Campaign award in 2020 - led the virtual pivot of USAA's Memorial Day event
 - Secured celebrity & athlete partnerships, generating 90 million+ social impressions for Ubisoft's activations
 - Coordinated XFL launch, organizing stakeholder interviews & surpassing target impressions by 120%
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EDUCATION

Certificate | Software Engineering | General Assembly 2023

Bachelor's Degree | Film, Television, & Interactive Media | Computer Information Systems | Quinnipiac University 2016