JACOB **MCMICHAEL**

🏠 Murrieta, CA 92563
☎ +1 (951) 760-3366
✉ jacobmcmichael@gmail.com

💼 linkedin.com/in/jacobmcmichael
🐱💻 github.com/jamcmich
🐦 twitter.com/jamcmich

Education

Arizona State University — Digital Culture (BA)   Tempe AZ, 2016 - 2020
‣ Barrett, the Honors College (2016-2020); Dean's List (2018-2019); 3.8 GPA
‣ Strong knowledge of object-oriented programming and frontend web development tools such as **HTML**, **CSS**, **JavaScript**, **TypeScript**, **React**, **Next.js**, **SaSS**, **Tailwind**, **Git**, **SQL**, **Node.js**, and **Python**.

Cook Systems — Full Stack Developer Boot Camp   Memphis TN (Remote), 2021 - 2022
‣ Demonstrated frontend and backend knowledge with Java/JavaScript technologies such as **React**, **Redux**, **Express**, **Node.js**, **Spring**, **Spring Boot**, and **JPA**.

Work History

Boundless — Marketing Assistant   Murrieta CA, May 2021 - Present
‣ Assisted the Marketing Manager with a successful rebranding campaign by photographing, editing, and publishing products for a website using Wix and Photoshop.
‣ Partnered with third-party vendors to process production orders within deadlines and strengthen diversity and inclusion programs.
‣ Drafted various marketing materials for brands such as Blizzard Entertainment, BET, Instacart, and GFuel.

Novohit — UI/UX and WordPress Developer   Murrieta CA, Oct 2020 - Apr 2021
‣ Led a successful website redesign for Novohit's entry into the U.S. market; increasing global awareness, page visits, and revenue by 10%.
‣ Deployed accessibility features for 3,500+ monthly visitors; increased traffic by developing systems for cross-platform responsiveness, brand awareness, and language localization.
‣ Encouraged customer outreach by providing website translation and content management services via WordPress to Novohit's clients.

Arizona State University — Data Analyst Intern   Tempe AZ, Aug 2019 - May 2020
‣ Published an independent research paper about visualizing complex data to help Arizona State University measure social and financial network behaviors.
‣ Partnered with the university to demonstrate methods for manipulating, processing, cleaning, and aggregating data using HTML, CSS, JavaScript, Python, and Excel.
‣ Established post-implementation reviews with users and faculty to evaluate the project's success, document feedback, and implement improvements regarding visual transparency and user accessibility.

Projects

TikTok Web Application — JavaScript, TypeScript, React, Next.js, Node.js, Tailwind
‣ Designed a web application that resembles TikTok using Next.js (frontend) and Sanity CMS (backend) to establish schemas, fetch data, render server-side content, coordinate file based routing, and more.

Google Search Clone — JavaScript, React, Node.js, Tailwind
‣ Developed a static web application that uses Google's search engine to render results. Demonstrated techniques such as React Hooks, React Context, state management, data fetching, and more.

Social Media API — Java, Spring, Spring Boot JPA, PGAdmin, PostgreSQL, Postman
‣ Created a RESTful social media backend in Java to handle requests from services and controllers, perform validation, and transform data between API and database models.