

December 4, 2016

Hi Hoodline!

I am a web developer with a background in Ruby, JavaScript, React.js and Rails interested in joining Hoodline as a Ruby on Rails Engineer. I am passionate about Hoodline's mission to connect people with news in their neighborhoods. Hoodline is growing quickly and I want to help serve over 300,000 readers with my skills across the stack and professional big data experience.

You can see an example of my fullstack skills in my project [foodiegogo \(github\)](#). I used React on the frontend and Rails on the backend with a Redux architectural framework and deployed using Heroku. I have a user-centered approach to design and achieved the user-optimized interface by using CSS and Flexbox with React transitions. To maximize speed and efficiency, I utilized customized ActiveRecord queries, RESTful JSON APIs and filtering on the Redux store to minimize AJAX calls. In addition, I taught myself React Native and built an iOS app, [FitPop](#), in one week. I believe I will be able to quickly pick up new technologies as needed at Hoodline.

In addition to my programming skills, I have a background in business, specifically Data Analytics. I graduated from the Haas School of Business in December 2013 and most recently worked as a Marketing Analyst at Nielsen. There I built multivariable linear regression models for Fortune 500 companies, such as Coca-Cola, encompassing all marketing activities and spending over a 2 year period. With minimal training, I learned within two weeks to read, debug and edit SAS code in order to successfully answer each client's business questions. I was also proud to serve as New Analyst Mentor Coordinator for West Region and Canada, to provide support for incoming analysts.

My [Github](#) can be found here and my résumé is attached. I know that my experience working across the stack and my ability to learn quickly make me an excellent fit for this Ruby on Rails Engineer. I'm looking forward to contributing to a dynamic and fast paced team at Hoodline.

Thanks for your time,
Jane Hauf