

James Hudson

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I'm a Software Engineer with a passion for finding elegant and unique digital-solutions for everyday problems. My background in email marketing and graphic design helps me think strategically through creativity and detail, while my disciplined work ethic, adaptability, and passion for excellence push me to achieve my goals. I am eager to work both individually and in teams to learn and create exciting new products through code.

SKILLS

- **Technical Skills:** HTML5, CSS, JavaScript, MongoDB, Mongoose, Express.js, Node.js, Git, GitHub, Microsoft Suite, Figma, Adobe Suite, Braze, Butter CMS, Contentful, Amplitude, Airtable
- **Soft Skills:** Creativity, Attention to Detail, Adaptability, Problem-Solving, Leadership, Time Management, Organized, Work Ethic

RELEVANT EXPERIENCE

Software Engineering Fellow | General Assembly | Remote | Aug. 2022 – Present

Completed 2 of 4 units, learning coding fundamentals including HTML5, CSS, JavaScript, MongoDB, Mongoose, Node.js, and Express.js. Projects developed:

- [Wordle](#): Recreated Wordle using JavaScript, HTML5, and CSS. Developed pseudocode, a wireframe, and the functioning product on a tight deadline. [[GitHub Repository](#)]

Product Marketing Associate | Silvr | Remote | Jul. 2020 – Jul. 2022

- Led and analyzed the entire email marketing strategy, leading to a 200%+ increase in unique open rates and a 100%+ increase in unique click-through rates.
- Designed and implemented the content management structure for new features for both web and mobile platforms. CMS systems used: Butter CMS and Contentful.
- Created both online and physical marketing materials, including Facebook and Google advertisements and printed flyers, banners, and business cards.

Marketing and Sales Intern | Beyond Design | Chicago, IL | May 2019 – Aug. 2019

- Oversaw the sales and marketing strategies for our new product, CR8™. Discovered and advised potential clients, created email blasts and social media marketing campaigns, and designed printed marketing material and packaging.
- Analyzed website architecture and designed a web application for our client.

Marketing Intern | Aaron and Trecker Heating & Air Conditioning | Lake Zurich, IL | May 2018 – Aug. 2018

- Developed printed marketing materials, including mailers, door hangers, and informative guides.
- Established company's first mass email marketing strategy.
- Analyzed customer data and developed detailed reports.

EDUCATION

General Assembly | Software Engineering Immersive | Remote

NYU, Stern School of Business | Marketing and Computing and Data Science | New York, NY