

Jessica White

512-630-1925 | jessica.jm.white@gmail.com | New York, NY | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

Skills

React, Redux, JavaScript, Ruby, Ruby on Rails, D3, Express, SQL, PostgreSQL, AWS S3, HTML5, CSS3, Heroku, Git, Webpack, Photoshop

Projects

Spirited

[live site](#) |

[github](#)

React, Redux, JavaScript, Ruby on Rails, HTML5, CSS3, Webpack, AWS S3, PostgreSQL, Heroku

Lets users review their favorite Scotch whiskies, read other users' tasting notes, add bottles to the inventory, and search the database to discover new spirits

- Developed reusable React components to create a scalable single-page app with a unified aesthetic, including bottle previews with star ratings that dynamically reflect average user ratings
- Harnessed Redux single-state management to streamline communication with React components and implement full CRUD functionality, letting users update their bottles and reviews seamlessly
- Optimized database requests using jBuilder API endpoints and strong Rails associations to eliminate potential n+1 queries, maximizing website performance and efficiency

Lexi: Visual Thesaurus

[live site](#) |

[github](#)

JavaScript, D3, Express, HTML5, CSS3, Webpack

Enables users to trace a clear visual path from a root word through a growing network of synonyms

- Developed a lightweight Express server to seamlessly relay calls to a remote API
- Parsed incoming data so that synonyms always populate within the scope of the selected word's part of speech
- Visualized data using the D3 library for DOM manipulation, resulting in an intuitive user experience with a clean, minimalist design

Experience

Assistant Marketing Manager | Nov 2017 – May 2019

Marketing Coordinator | Jan 2017 - Oct 2017

Marketing Assistant | Feb 2015 - Dec 2016

Penguin Random House

- Produced sitemaps and wireframes for new and legacy brand sites, worked with web developers to ensure production specs were met, and grew site traffic by up to 200% within a month of launch
- Spearheaded innovative, multi-pronged marketing campaigns for over a dozen *New York Times* bestselling authors, including Daniel Pink, David Epstein, Steven Johnson, and Deborah Harkness
- Lead marketer for 40+ projects annually across 4 cross-functional teams, responsible for communicating pitches, post-mortems, case studies, and trainings to stakeholders
- Leveraged data analysis and iterative testing to increase organic social engagement by 22%+ year over year and paid social engagement by 4-15% depending on platform

Education

App Academy | Summer 2019 | New York, NY

Rigorous, 1000-hour full-stack software development course with < 3% applicant acceptance rate

University of Colorado | Spring 2010 | Boulder, CO

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B.A. in International Affairs and Psychology, *magna cum laude*