Josh Kern

650-533-5627   jkern.dev@gmail.com   LinkedIn   GitHub   Portfolio

SKILLS   Ruby, Ruby on Rails, JavaScript, jQuery, React.js, Redux, Express, MongoDB, Node.js, SQL, Git, HTML5, CSS3, Python

PROJECTS

More S'Mores   Live | GitHub

Clone of HipCamp, a site for finding and reserving campsites. Built using React.js, Redux, Rails, PostgreSQL, AWS S3
- Achieved user privacy through BCrypt password hashing to remove plain text password storage, along with React protected routes on front end to limit functionality based on user authorization status
- Integrated AWS S3 with Rails Active Storage to reduce server load and scale efficiently by allowing image storage in AWS S3
- Implemented search functionality by allowing optional search params to campsite api effectively reducing server load through filtering data returned by api call
- Integrated Google Maps API with geolocation based searching to display sites near user's current or requested location

Social-Q's   Live | GitHub

App to gamify social questions and report on your results in comparison to the public. Built using Mongo, Express, React.js, Node.js, Chart.js
- Designed data visualization using Chart.js to display answer data of a question by age and gender demographics
- Implemented RESTful API routes using Express.js for CRUD functionalities on user, question and answer objects to allow users to ask and answer questions along with viewing results of a question
- Practiced feature branch Git workflow in collaboration with 2 additional developers emphasizing code reviews and pair programming for efficient feature implementation

StarScape   Live | GitHub

Game of avoidance, save your character from being hit by stars as they fall from the sky. Built using Vanilla JS and HTML Canvas
- Created physics engine incorporating gravity and frictional effects for increased game difficulty of bouncing stars
- Reduced graphical animation lag through use of HTML Canvas Animation Frame
- Improved UI by developing interactive and stationary visual layers in HTML Canvas to create beautiful game screen

EXPERIENCE

Product Data Analyst

Visible Mobile Nov 2018 - Feb 2019
- Developed SQL queries to utilize in Tableau reports covering digital marketing campaign performance and forecasting for executive level reporting
- Advised product managers with funnel analysis to guide product enhancement and increased funnel optimizations, increasing visitor conversion rate by 30%
- Analyzed out of home campaign performance to determine ROI value and optimize location decisions for future installations around the country

Marketing Data Scientist

DISH Network, Aug 2017 - Nov 2018
- Wrote complex sql queries to pre-process data for acquisition targeting models to be developed in SAS Enterprise Miner, leading to a 25% lift in direct response tactic performance
- Leveraged US household demographic data through SQL to build classification models of zip codes by profitability. Resulted in new subscriber credit increasing by 100 points YoY and reducing subscriber churn rates
- Queried viewership data stored within Hadoop to optimize and forecast TV media performance. Providing support to media team on quarterly media plans of which networks provided best reach/frequency across target markets
- Researched credit rescore initiative to determine strategy effectively reducing non pay churn of high quality subscribers by 25%, additionally presented key learnings about project for multi department educational presentation
- Trained SQL to summer interns through intern mentor program

Data Analyst / Developer II

DISH Network, Aug 2016 - Aug 2017
- Directed re architecture of existing data structure for implementation of new campaign management tool, resulting in enhanced team efficiencies by 50% enabling further automation of many campaigns across various direct marketing channels
- Developed automation processes in Python to collect digital marketing performance data from multiple sources, merging all data to central data mart allowing efficient and effective tool to compare campaigns for optimization purposes

EDUCATION

App Academy - Immersive software development course with focus on full stack web development (2019)

University Of Denver Daniels College of Business - *BSBA - Business Information and Analytics* (2016)