

# Josh Kern

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[LinkedIn](#)

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[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 parameters 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%

### 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
- 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)