

# JOSEPH YANG

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[PORTFOLIO](#)

[GITHUB](#)

[LINKEDIN](#)

## SKILLS

React, Redux, Javascript, Python, Node.js, HTML, CSS, Express, Flask, Pug, Sequelize, SQLAlchemy, PostgreSQL, Alembic, Docker, Git, Heroku

## PROJECTS

**SHOW ME MY MONEY** (Python, Flask, React, Redux, SQLAlchemy, HTML5, CSS3, Heroku)

[live](#) | [github](#)

*Full-stack social networking and payment application inspired by Venmo*

- Stored user profile pictures in the cloud using AWS S3, reducing server load and allowing users to upload their own images
- Utilized WebSockets to establish a persistent two-way connection between the browser and server so messages between different users can flow in both directions
- Employed Redux state management to simplify React components and directly manage data for form inputs and submissions

**YOU MADE THE LIST** (Python, Flask, React, Redux, SQLAlchemy, HTML5, CSS3, Heroku)

[live](#) | [github](#)

*Full-stack task-management application inspired by Remember the Milk*

- Utilized Redux architecture's unidirectional data flow with React for predictable state updates and reliable DOM rendering
- Implemented custom search on tasks using Redux to update state in accordance with the search input
- Developed user autonomy by linking their tasks and lists to their account, allowing for fast and efficient editing and deletion

**CLEVERNOTE** (Express, Node.js, React, Redux, HTML5, Sequelize, CSS3, Heroku)

[live](#) | [github](#)

*Full-stack note-taking application inspired by Evernote*

- Adhered to React and ES6 best practices to generate a true single-page reactive web app experience for users exploring various features on their dashboard
- Configured the Node.js backend with PostgreSQL, utilizing the Sequelize ORM for validations and database queries
- Created custom modals using React component architecture allowing for efficient development of forms for account log in, notes, notebooks, and tags

## EXPERIENCE

**Supervisor - Media Strategy, Sr. Associate - Media Innovation**

*Feb 2020 - Aug 2021*

Publicis Groupe / Spark Foundry || *Dreyer's Grand Ice Cream, T-Mobile*

- Managed three different brands, coordinating with five internal teams to execute campaigns across their respective channels
- Communicated media updates in weekly client meetings and discussed recommendations for current and upcoming campaigns
- Trained associates to complete budget flowcharts and trafficking sheets to develop teammates and delegate responsibilities

**Associate - Digital Investment, Assistant - Media Planning**

*Nov 2016 - Feb 2020*

Carat USA || *General Motors, Philips USA*

- Delivered analytics reports to clients to show monthly trends, share learnings, and recommend updates to media campaigns
- Calculated local and regional benchmarks for over 150 markets to assess vendor performance and identify top performers
- Developed an Excel calculator to compute ad-serving fees for media partners, ensuring accurate planning for annual budgets

## EDUCATION

**App Academy - Online - Software Engineering Immersive**

*Aug 2021 - Feb 2022*

- Rigorous 1000-hour software development course with <3% acceptance rate
- Full-stack curriculum: Python, SQL, JavaScript, React, TDD, algorithms, design patterns, and programming best practices

**University of Michigan / Ross School of Business - Bachelor of Business Administration - GPA: 3.43/4.00**

*Sep 2008 - Dec 2011*