Joshua Conklin

joshua@caffeinated.org ● (408) 444-1223 ● linkedin.com/in/joshua-conklin/ ● github.com/joshuaconk14 ● https://josh-portfolio-vercel.vercel.app/

EXPERIENCE

Co-Founder and Software Engineer *Fremont, CA*
ConklinOfficial — *Personal Soccer Brand* *June 2024 - Present*
- Improved content strategy efficiency by **35%** by developing **data-driven analytics tools** with **Python, Pandas, and NumPy** to extract, process, and visualize engagement metrics.
- Increased audience engagement by **30%** by implementing **machine learning models** to predict post performance and recommend optimal scheduling.
- Automated data tracking for **3,000+ posts** by building a **full-stack web application** with **Streamlit, HTML, and CSS**, integrating **interactive data visualizations**.
- Reduced manual content processing time by **40%** by scripting **Python-based automation** for video editing, post scheduling, and performance reporting.

Marketing Strategist *Fremont, CA*
FYSC — *Soccer Club* *December 2020 - January 2022*
- Boosted market share by **15%** by analyzing key metrics with **Instagram analytics tools** to enhance posts promoting new logos.
- Improved tournament marketing exposure by **25%** through online **promotional branding** on Instagram and Facebook.
- Created company's current logo and two tournament logos with Illustrator, presenting multiple options to the executive director.

Soccer Coach *Fremont, CA*
FYSC — *Soccer Club* *January 2022 - February 2024*
- Enhanced data tracking by **30%** by using **Excel pivot tables** to organize **100+** games, field availability, and data of **150+** players.
- Collaborated with coaches to implement training programs and identify areas for improvement on session objectives and goals.

PROJECTS

Bravoball | *Mobile Application* | *Software Development*
- Collaborating with a team of three using **Swift**, **PostgreSQL**, **Python**, and **AWS** to create a mobile application for soccer training.
- Implemented data of **100+** JSON soccer drills and **50+** onboarding data components through use of data structures and OOPs.
- Increase in app security by **60%** by implementing functioning SQL database, secure **API** calls, and user authentication.

Nowtify | *Fullstack Web application*
- Web app that recommends songs based on mood and time using **React JS**, **Flask** and Spotify authentication.
- Improvement in user experience by **80%** by implementing OAuth 2.0, login processes, **APIs**, and **MySQL** databases.

Programming Language Mentions Storyboard | *Data Analysis/ Visualization*
- Created a **Tableau** storyboard and used **SQL** database on **Azure** by extracting data from **Kaggle** source.
- Improved job research efficiency by **25%** by recommending what programming languages are best to learn for data job seekers.

Consumer Behavior Qualtrics Survey | *SJSU* | *Marketing Analytics*
- Collaborated with a team of four to conduct a **Qualtrics** survey, Utilized **R** and **Excel** to create bar graphs and **analysis reports**.
- Aided in helping a class of **40+** people understand the effect of influencer marketing on consumer purchasing behavior.

EDUCATION

San Jose State University (SJSU) **December 2024**
Business Administration / Marketing — Bachelor of Science (BS)
Relevant Coursework: Fundamentals of Business Analytics, Marketing Research with R programming, Business Systems, Intro to Computers and Info Tech, Comp Tools for Business, Intro to Statistics

SKILLS

Technical Skills: Python, Flask, JavaScript, React, Swift, HTML, CSS, PostgreSQL, MySQL, Pandas, NumPy, Matplotlib, R, Tableau, Postman, Git, Cursor, Heroku, Qualtrics, Microsoft Office, Excel
Other skills: Leadership, teamwork, social media marketing, community outreach, website design, digital media, software design, statistical analysis, project management, databases, research skills