

Leah Yukelson

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Technology

Languages | Python, JavaScript (AJAX, JSON), Java, HTML, CSS, SQL

Frameworks/Libraries | Flask, Django, jQuery, React, SQLAlchemy, Bootstrap, Jinja, Chart.js

Database/Industry Tools | PostgreSQL, Git, GitHub, Command Line

Tools/Software | Google AdWords, Bing Ads, Kenshoo, Marin

Projects

Night Out

A web application that allows a user to plan a night around a pre-planned event by combining the event with nearby restaurant or bar options using the Yelp API. Additionally, the app sends email itineraries to invited friends with SendGrid API. Users can also track and see their event-attending analytics created with Chart.js.

Tech Stack: Python, Flask, jQuery, Javascript, SQLAlchemy, Postgres, Jinja, AWS Lightsail, Chart.js, Yelp API, SendGrid API, Google Maps API, HTML, CSS

Link: <http://nightoutplans.com/>

Github Link: <https://github.com/leahyukelson/Night-Out>

Experience

Macy's.com – San Francisco, CA

Search Engine Marketing Assistant Manager

March '16 – March '17

Search Engine Marketing Coordinator

August '14 – March '16

- ♦ Optimized a multi-million dollar monthly budget for bidding on a segment of paid search campaigns which led to a lift in sales by 138% and an increase in return on ad spend by 24%
- ♦ Analyzed user trend analytics to create business strategy for future planning
- ♦ Implemented search initiatives including ad extensions and audience segmentation to improve traffic, increase conversion and improve click-through of ads
- ♦ Coordinated creative ad process including writing ad copy, scheduling ads, and auditing performance
- ♦ Organized seasonal program-wide financials including monthly distribution, forecasting and reporting
- ♦ Participated in a year-long Executive Development Program which consisted of learning and development courses, informational sessions with executives and a year-end proposal

Marketing Systems Intern

June '13 – August '13

- ♦ Planned user acceptance testing for a large-scale project
- ♦ Created a complete marketing strategy proposal on a team of 10 intern colleagues
- ♦ Presented a marketing proposal to high level executives

Education

Hackbright Academy – San Francisco, CA

April '17– June '17

- ♦ Accelerated 12 week full-stack web development software engineering program

California Polytechnic University – San Luis Obispo, CA

Fall '10 – Spring '14

- ♦ B.S in Business Administration- Concentration in Information Systems Cum Laude
- ♦ Emphasis in Computer Science
- ♦ *Education Abroad:* Cal Poly Led Program in London, England Summer 2012

Miscellaneous

- ♦ Fluent in Russian
- ♦ Awards:
 - Macy's Results Team Award for revenue generation and teamwork displayed in the holiday season of Spring '15
 - KPMG Information Systems Award for Excellence in Spring 2013