Mackenzie Young

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SKILLS: JavaScript, React, Redux, HTML5, CSS, Ruby, Ruby on Rails, Mongoose, MongoDB, Node.js, Express.js, SQL, SQLite3, PostgreSQL, Webpack, jQuery, Git, Heroku, Wordpress, Google Maps API, AWS

PROJECTS:

SpareBnB   *Ruby on Rails, ReactJS, Redux, Google Maps API, AWS*   live | github

SpareBnB is a pixel-perfect reproduction of AirBnB, built independently, with React and Ruby on Rails

- Utilized CSS3, employing flexbox and the z-index as well as React-Modal for a captivating and adaptable layout
- Stored user-uploaded images through Amazon Web Services S3 (AWS) utilizing the paperclip gem to compress images to increase uploading and fetching speeds.
- Managed scheduling, booking, and location fetching CRUD through custom transactional database operations using Active Record and PostgreSQL.

CAMP   *Node.js, Express.js, MongoDB, Mongoose, passport.js*   live | github

CAMP is a language learning platform that provides educational lessons and facilitates lessons between students and teachers.

- Operated as the main Frontend Developer, collaborating with each team member to achieve an optimized Backend, a navigable frontend, and pixel-perfect styling, utilizing the git workflow.
- Harnessed the unidirectional state management of Redux to simplify React components and directly manage data for form inputs and form submissions.

JS_CSS_Animated_Styles   *CSS, JavaScript*   live | github

A single-page vanilla JavaScript website that provides a visual demonstration of interactive CSS animations.

- Constructed a grid housing 3D image effects and animations such as rotating objects on its X, Y, and Z-axis on-click coupled with dynamic background effects.
- Formulated an algorithm that reorients elements based on scroll bar orientation.

EXPERIENCE:

Search Engine Optimization/Pay-Per-Click Coordinator

Didit   September 2018 - August 2019

- Digital marketing strategist focusing on the client's domain presence in search engine results paid and organic.
- Implemented a Python script to dynamically scrape programs such as Google Analytics and dynamically update reports via Google Data Studio. Saving Didit the burden of tediously handwriting reports every week.
- Lead bi-weekly client meetings regarding PPC, SEO, and site UE UI to enhance client experience.

Web Dev SEO PPC Social Media Specialist

Cream Digital Marketing   August 2019 - August 2020

- WordPress web developer creating, managing, and updating custom WordPress websites, and in charge of driving brand awareness and lead generation through all digital channels for my clients.
- Constructed, updated, and refactored custom WordPress sites for Local businesses. Leveraging the _'s starter theme for a completely custom WordPress theme design.
- Implemented Advanced Custom Fields code to create dynamic layouts within the customer's theme backend that clients can easily customize from the WordPress Dashboard.
- Lead Quarterly client-facing meetings focused on communication and relationship management. These meetings focused on Website health issues, such as site speed, browser functionality, and design philosophy, as well as presenting analytics, Search Engine Optimization including recommendations, Pay-Per-Click strategies and conversion data, as well as Organic Social Media recommendations.

EDUCATION:

AppAcademy - *1000-hour immersive full-stack web development intensive with <3% acceptance rate*   2020

Binghamton University - *BA English-Literature,*   *2014 - 2018*