(385) -210 - 8134
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Salt Lake City, Utah
https://github.com/mallorydalley

MALLORY DALLEY - Full Stack Web Developer

SKILLS

Javascript | React JS | Node JS | PostgreSQL | Redux | Express.js | HTML 5 | CSS 3 | Sass | Restful APIs | Git & GitHub | Ruby | Socket io | Nodemailer | Bootstrap | Photoshop | SEO | WordPress | Shopify | Email & Social Media Marketing

EDUCATION

Devmountain, Lehi, UT — *Certification*

FEBRUARY 2020 - MAY 2020

- Rigorous 13-week full immersive web development course

University of Utah, Salt Lake City, UT — *Bachelors*

AUGUST 2013 - DECEMBER 2017

- Bachelor of Science: Strategic Communication

EXPERIENCE

Emperitas — *Front End Web Developer*

MAY 2020 - PRESENT

- Translate UI wireframes and mockups into a responsive site using HTML, CSS, and WordPress.
- Set up gated content to collect visitor's email addresses for mailing list
- Modify existing code as needed to improve design and performance
- Incorporate WordPress themes, widgets, and plugins to make the site more interactive
- Monitor website traffic and performance using Google Analytics

Devmountain Student Developers — *Software Engineer*

FEBRUARY 2020 - MAY 2020 (Task Box - project management tool)

- Developed a project management tool that allows you to create a task, update the status, assign an employee, and organize in folders using React, Node, and PostgreSQL
- Implemented a chat feature inside each task through the use of Socket io
- Incorporated registration and separate detailed task email to the assigned employees using Nodemailer.
- Styled a clean user experience (UX) and frontend using Sass.

Devmountain Student Developers — *Software Engineer*

FEBRUARY 2020 - MAY 2020 (Flash Drills - flashcards app)

- Successfully developed a full-stack app with a team that allows you to build a deck of flashcards, edit, delete, and study the cards
- Devised ability to rate a card from 1-5 based on confidence level. Cards rated a lower number will appear far more often than those rated higher. This allows a user to get more repetition with cards they are less confident in
- Solved problems in a remote team format by using collaborative technologies such as Asana, Discord, and cloud-based sharing tools

Utah Stem Cells — *Marketing and Patient Coordinator*

MAY 2019 - FEBRUARY 2020

- Built Shopify storefront to sell the clinic's products
- Redesigned clinic documents, posters, and images using PhotoShop to create uniform brand impression
- Promoted clinical services and special pricing through Instagram and email campaigns
- Advanced marketing ideas that increased attendance at annual anniversary event
- Trained and on-boarded three team members on front-office operations

Emperitas — *Director of Marketing*

JANUARY 2018 - APRIL 2019

- Mapped out two week sprints for marketing campaigns that included delegating tasks, timelines for completion, managing team member progress, and validating final product prior to release
- Launched marketing campaigns and used SEO tactics that elevated organic to over 50% of all site traffic
- Identified bottlenecks and refined processes that allowed projects to easily flow towards completion and resulted in more meaningful check-ins with team members
- Created visually appealing graphics for blogs, emails, and presentations, using Adobe Creative Suite
- Enhanced design and usability of company's WordPress website to enable optimized site speed
- Increased our email campaign open rate by 9%

PROFESSIONAL DEVELOPMENT

App Academy

- Learned basic and advanced Ruby programming as well as debugging techniques

UDEMY — *The Complete 2020 Web Development Bootcamp*

- HTML, CSS, Javascript, Bootstrap, jQuery, Node, SQL, Mongo, Authentication & Security, React

References

Luciano Pesci — *CEO of Emperitas*

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- Email: lucianopesci@gmail.com