

McKenzie Church

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Goal-driven and organized new-grad with a passion for data engineering and back-end development with experience in machine-learning and API development.

Education

University of West Georgia

Bachelor of Science, Computing

Carrollton, Ga

Projected: May 2024

(available full-time Jan. 2024)

Job Experience

Software Engineering Intern

May 2022 – Present

The Home Depot

- Assisted MADTech front-end engineers in maintenance of sponsored ad components on The Home Depot websites using ReactJS through an Agile workflow
- Used OOP and TDD to implement monitoring of advertisement statistics (amount of ad loads, number of clicks, rendering performance) through New Relic, beginning the migration of AD monitoring from GAM to narrow profit margins, participating in the MADTech profit increase from +42% (FY2022) to +52% (YTD 2022)
- Implemented migration of default advertisement banner feature from legacy software to display custom banners for targeted content via Contentful CMS & Java
- Pioneered efforts to predict future customer shopping patterns using an ARIMA machine learning algorithm through GCP's (Google Cloud Platform)
- Built a computer-vision machine learning model using SQL & GCP to predict The Home Depot products from user images; embedded the model into a Flutter app using a Python back-end server & API, pioneering efforts to streamline the returns process for Pro Customers

Executive Assistant/Intern

May 2021 - August 2021

Systems Evolution, Inc. (SEI – Atlanta)

- Pioneered research leading to the opening of SEI's Charlotte, NC office (2021)
- Event planning for 50+ consultants and their families, to include: venue reservation, time organization, and catering needs