

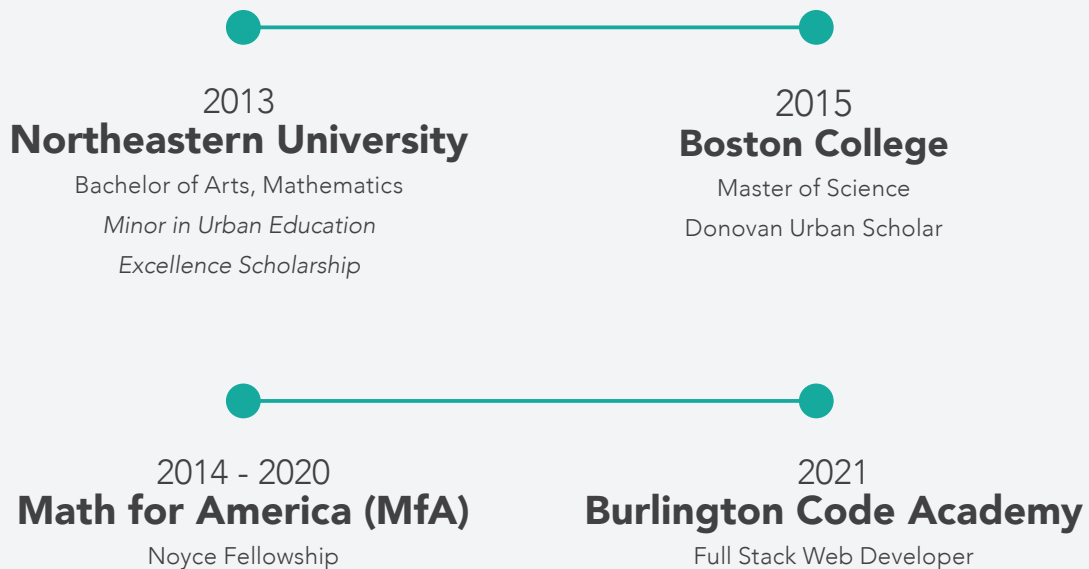
MEGAN ZINKA

ANALYTICS ENGINEER
FULL STACK WEB DEVELOPER



Portfolio

<ABOUT/> MY EDUCATION



HARD <SKILLS/>

- mParticle
- Braze
- Liquid
- JavaScript
- Web API
- React
- CSS
- MongoDB

SOFT <SKILLS/>

- Team Facilitation
- Collaboration
- Organization Skills
- Leadership
- Visual Thinking
- Self-learning
- Problem Solving
- Conceptual Math

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<THIS IS/> MY WORK EXPERIENCE

October 2021 - Present

Analytics Engineer

Brillio

In this position, I am responsible for overhauling the clickstream data architecture for the McDonalds app while coordinating across several groups and enhancing documentation. Additionally, I troubleshoot challenges within the marketing customer data platform (mCDP), utilizing mParticle, and its integration with the customer engagement platform, Braze. I am responsible for providing technical support to the Australia, Canada, Germany, United Kingdom, and United States teams launching mCDP.

March 2021 - May 2021

Full Stack Web Developer

AdMagic, Remote

Member of a 3-person team (hybrid consultants/interns) tasked with creating from scratch an Executive Sales Dashboard to solve a big data challenge for a company which lacked a centralized sales data repository; the dashboard was constructed to be incorporated into the current Executive Information Platform within Salesforce. The application provides sales reporting solutions to company's clients. To show sales analysis, the dashboard hosts a variety of filter tools which are responsive to real-time database updates and user input.

2015 - 2020

Math Teacher, Math Department Chair

New Mission Collegiate Academy,
Boston MA

As a Math Teacher, instructed classes of up to 30 students; innovated curriculum to include inquiry-based learning techniques & advanced technologies to empower learners. Led interesting and diverse group activities to engage students in course material and citizenship skills to help with personal growth. Often cited by past students as one of the classes where they learned the most and were held to the highest standards. As Department Chair, led a team of 11 math teachers, observed, gave feedback, and directed the team's professional and learning goals for the year. Also collaborated in school decision-making as a member of a distributive leadership cabinet.

<DAILY/> ACTIVITIES AND HOBBIES

