Melissa Murphy

Frontend Development

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Accomplished full stack web developer with solid background in marketing and business development. Demonstrated ability to increase businesses' online presence by creating creative websites and ensuring availability of required IT services. Instrumental in producing new concepts and ideas for the achievement of set targets without compromising quality. Excel at state-management (Context API, Hooks, and Redux) as well as Express API, including libraries such as react-spring. Well versed in achieving business, branding, and marketing objectives using development tools and best practices along with professional relationship building with clients, stakeholders, and multi-disciplinary functions.

Areas of Expertise

- Project Management
- Full-stack Web Development
- JavaScript (React), Node.js
- Sass/Less & CSS Animations

- Clients' Needs Assessment
- Business Development
- Inbound & Outbound Marketing
- Development Tools Utilization

- Leadership & Training
- Concept Creation
- Graphic Designing
- SEO & Context Writing

Professional Experience

Lambda School, San Francisco   **7/2019 – Present**
Section Lead, Full Stack Web Developer

Direct a team of over 15 team leaders (TLs), while providing support in communication and scheduling from external associates. Facilitate students and TLs to develop soft and coding skills. Deliver guidance to up to 150 students on full stack web development program. Improve student's performance outcomes by coordinating section instructions and student success initiatives. Devise new coaching ideas from statistics based on data points and students' feedback.

- Created various methods as best practices of tracking/supporting the students, saving up to five hours (weekly) of admin work.
- Successfully guided three cohorts through Full Stack Web Development and Computer Science programs.

Various Clients, SF Bay Area   **1/2016 – Present**
Freelance Web Developer for Small Businesses

Assess clients' business needs and provide web-based solutions such as web development, graphic designing, and SEO and content writing. Initiate inbound marketing as part of brand development, increasing market presence of the business.

- Ensured timely creation and expansion of online visibility for over five clients.

GLI Norcal Landscape, Greenbrae   **11/2012 – 4/2019**
Business Development Officer

Carried out branding with associated in/outbound marketing, managing web development and increasing web presence. Ensured availability of required IT services.

- Played a key role as general idea creator to promote the brand and achieve set milestones.
- Resurfaced the company after the great recession from 2012 to 2015 via rebranding and rebooting of the company.

Education

Full Stack Web, Lambda School, San Francisco, *(Current)*

Bachelor of Arts (Graduated Magna Cum Laude), California State University, Sacramento

Technical Proficiencies

HTML, CSS3, React, Python, Django | Adobe / Illustrator – Photoshop – InDesign - XD | Google Ads/Analytics | CMS Systems | Figma | Whimsical | Gulp.js, Parcel.js, & Webpack | Node.js