

Michael Zalik

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[GitHub](#), [Portfolio](#), [LinkedIn](#)

Software Engineer

Skilled in writing clean code with an emphasis on progressive enhancement. Leveraging a background in startups and financial services, I provide a strong analytical approach in my development process while prioritizing user experience and innovation. Bilingual and fluent in English and Spanish.

Technical Skills

- **Languages:** JavaScript, Python, HTML5, CSS3
- **Libraries and Frameworks:** Express, Django, Rails, Flask, React, Node.js, JQuery, NPM, Pug, Passport, JWT, Materialize, Bootstrap
- **Database:** PostgreSQL, MongoDB, SQLite, Mongoose, Pymongo
- **Other:** RESTful Routing, Microservices, JSON, Visual Studio Code, Android Studio, Git, GitHub, Chrome DevTools, Sketch, Netlify, Heroku, Yarn, Webpack, Parcel, Ubuntu, Debian

Software Engineer Projects

Plant Collector | Python Django CRUD App

This full-stack web app helps keep track of household plants and the type of care you provide them. Full CRUD, with Django auth, Amazon S3 for photo upload and storage, and materialize for styling. Uses PostgreSQL to hold user information and plant information.

Searchy Search | Ruby On Rails Document Storage App

This application stores documents and technical sales information. Built with Ruby on Rails, this app uses Devise for authentication and PostgreSQL to hold user data and aid in search queries.

Home Base | React Productivity App Front-end zapp designed to help organize tasks, news information and serve as a one stop shop for improving efficiency. Uses React hooks, MaterialUI and pulls JSON from polygon.io and the free-news api.

Professional Experience

Growth Effective, Inc. – Culver City, CA

January 2021 – Present

Founder, Marketing Consultant

- Founded and grew marketing/SEO business to over \$100K in Annual Revenue
- Worked with SaaS, Software development and data destruction firms to improve their marketing footprint and provide technical writing services.

One Wealth Management – Beverly Hills, CA

January 2020 – August 2021

Vice President

- Led firm in acquisition of managed 401k accounts in local area resulting in overachieving goal by 46%.
- Helped strategize around social media channels to improve meeting bookings by 80%

CriteriaCorp – West Hollywood, CA

November 2018 - January 2020

Software Sales Executive

- Requested to company GitHub repos to better understand the software and implementation of pre-employment testing.
- Led department in best rookie quarter overachieving goal by 110%.

