Nancy Ma

nancyma713@gmail.com | 718-690-5998 | New York, NY | Linkedin   Github   Portfolio

SKILLS

Software Engineering: React, Redux, Ruby, Ruby on Rails, JavaScript, jQuery, SQL/PostgreSQL, Git, HTML5, CSS3, MongoDB, Express, Node.js, RSpec, Python

Paid Media Platforms: Facebook Business Manager, Instagram, Twitter Ads, YouTube (AdWords), Google Analytics

PROJECTS

Eventdark | Rails, React, Redux, PostgreSQL, HTML5, and CSS3   **Live Site | Github**

A full-stack single-page Eventbrite clone where users can browse events by category and bookmark or register for events.
- Utilized ActiveRecord and PostgreSQL to manage and maintain CRUD functionality for events, bookmarks, and registrations
- Incorporated the state management of Redux to organize and simplify React components as well as handle form data for event creation and edits
- Designed event and category components using CSS3 tools such as flexbox to create organized, dynamic grid layouts

BoBudget | MERN Stack, HTML5, CSS3   **Live Site | Github**

A full-stack app where users can track and budget bubble tea expenses, and are provided a dashboard of various related widgets.
- Managed git feature branch workflow as Team Lead and oversaw project timelines and strategies
- Designed Purchase History page to filter for current month's budget and purchases and enhanced the ability to update budgets and delete purchases using CSS3 and React
- Connected backend Mongoose database to frontend React for smooth user authentication process and CRUD functionality of favorites, budget, and purchases
- Implemented logic and calculations to render user's budget, remaining budget, and estimated remaining number of purchases

Ultimate Frisdog | Javascript, HTML5 Canvas, CSS3   **Live Site | Github**

A pure JavaScript game where users can play as a corgi and catch frisbees at increasing speeds while avoiding various obstacles.
- Leveraged HTML5 Canvas to create a clean game interface containing game characters, objects, and background elements
- Incorporated classical inheritance to accomplish DRY code for various types of static and mobile obstacles
- Utilized event listeners to allow for user interactivity and handling of game initiation and character movements

EXPERIENCE

Movement Strategy | New York, NY

Paid Media Manager   *Aug 2017 – Jan 2020*
- Launched and optimized hundreds of campaigns for clients on Facebook, Instagram, Twitter, and YouTube that promoted brand awareness, drove profile or website traffic, bolstered post engagement, and increased Instagram followers by 50%
- Streamlined reporting processes, structured to specific needs, for paid media clients, reporting on and analyzing campaign metrics using Excel, Google Sheets, and Keynote presentations daily, weekly, and monthly
- Assisted in creative brainstorms and collaborated with the strategy and data teams to ensure the best creative and targeting were used in campaigns while worst performers are discontinued or revised
- Communicated with clients over email and phone conferences to discuss campaign objectives and performance, forming strong relationships in which clients trusted the agency for campaign advice and KPI estimates

Badge Media, LLC | New York, NY

Director of Ad Operations   *Jan 2017 – Jul 2017*
- Reviewed and analyzed trends using Facebook's Ads Manager and custom reports, highlighting strong segments to expand on and weak segments to pull back on, and then implementing these changes in a timely fashion
- Oversaw and managed daily routines of a team of 3-5, assisting and directing where necessary and training new hires
- Increased monthly total ad spends from $200-300k to as high as $1.8 million, as well as bringing cost-per-installs down 30%

Media Manager   *Jul 2015 – Jan 2017*
- Launched and managed thousands of campaigns across 15-20 accounts for clients, efficiently spending millions of dollars in ad-buying through continual uploads and optimization, and by the targeting of specific demographics and interest groups
- Created custom reports at least twice a week detailing the metrics of each account as well as a cumulative presentation at the end of each month summarizing results of the campaign flight

EDUCATION

App Academy | New York, NY   *Jan 2020 – May 2020*
1000-hour immersive full-stack web development intensive with <3% acceptance rate

New York University: College of Arts and Science | New York, NY   *May 2015*
B.A. in Economics, Minor in Psychology | GPA: 3.6/4.0
- Courses: Microeconomics, Macroeconomics, Social Psychology, Abnormal Psychology, Industrial Organizations, Public Economics, Statistics, Urban Economics, Money and Banking, Marketing, Accounting, Intro to Computer Science