

# Nancy Ma

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**SKILLS** React, Redux, JavaScript (including ES6), Ruby, Ruby on Rails, SQL, PostgreSQL, Git, Heroku, Webpack, HTML5, CSS3, jQuery, RSpec, Mongoose, MongoDB, Express.js, Node.js, Python, Facebook Business Manager, Twitter Ads, Google Ads & Analytics

## PROJECTS

**Eventdark** | Rails, React, Redux, PostgreSQL, HTML5, and CSS3

[Live Site](#) | [Github](#)

*A full-stack Eventbrite-inspired app where users can browse events by category and bookmark or register for events.*

- Utilized ActiveRecord and PostgreSQL to efficiently manage CRUD functionality and expose RESTful endpoints for events, bookmarks, and registrations through the usage of less database access code, thus simplifying queries
- Incorporated Redux state management for handling search functionality, dispatching the appropriate action to fetch events specified by the search term updated in state through user input, limiting total API calls and reducing load time
- Designed event and category React components using CSS3 tools such as Flexbox to create organized, dynamic UI layouts

**BoBudget** | MongoDB, Express.js, React, Node.js (MERN), 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.*

- Led a team of 4 by managing git feature branch workflow, resolving merge conflicts, and conducting code reviews
- Oversaw project timelines and implementation strategies, collaborating with team to ensure timely completion of widgets within a week
- Constructed a purchase history page to filter for current month's budget and purchases and enhanced ability to edit budgets and purchases by using event listeners to update state upon user input and trigger relevant actions
- Implemented conditional logic in JS algorithms to retrieve budget from state, calculate available spend, and estimate remaining 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 for dynamically generated graphics, creating a game interface containing characters that interact with other objects using specific collision logic, whether advantageous (a frisbee), or disadvantageous (a tree or another dog)
- Harnessed prototypical inheritance for static and mobile obstacles that share methods, such as trees and dogs being generated randomly on the park grid, accomplishing DRY code and allowing for future potential obstacles to be efficiently and quickly added
- Integrated event listeners with HTML Canvas container to handle game initialization and character movements, properly mirroring client mouse coordinates and complementing user interactivity

## EXPERIENCE

**Rescuing Leftover Cuisine** (through Project by Project non-profit) | New York, NY

*Volunteer, Software Engineering*

*Jun 2020 – Present*

- Assist in the setup of endpoint for fetching profiles in the mobile app by integrating SQL queries into the appropriate Go functions

**Movement Strategy** | New York, NY

*Paid Media Manager*

*Aug 2017 – Jan 2020*

- Optimized hundreds of campaigns promoting brand awareness, driving site traffic & engagement, and increasing social followers by 50%
- Streamlined reporting processes for paid media clients, analyzing campaign metrics using Excel, Keynote, and Google Analytics
- Participated in creative brainstorming, collaborating with strategy and data teams to develop media implementations and recommendations

**Badge Media, LLC** | New York, NY

*Director of Ad Operations*

*Jan 2017 – Jul 2017*

*Media Manager*

*Jul 2015 – Jan 2017*

- Oversaw daily routines of a team of 3-5 using Asana to manage tasks, assisting and directing where necessary and training new hires
- Increased monthly total ad spends from \$200-300k to as high as \$1.8 million, while bringing cost-per-installs down 30%
- Collaborated with developers and product manager on use features and ad-buying/reporting layouts for building ad tech dashboard tool
- Analyzed trends using Excel reports and dashboard tool, highlighting strong segments to expand on and weak segments to pull back

## 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 | Related Courses: Intro to Computer Science*