Nancy Ma

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

---

SKILLS

React, Redux, Ruby, Ruby on Rails, JavaScript, SQL, PostgreSQL, Git, Heroku, Webpack, HTML5, CSS3, jQuery, RSpec, Mongoose, MongoDB, Express.js, Node.js, Python

PROJECTS

Eventdark | Rails, React, Redux, PostgreSQL, HTML5, and CSS3   Live Site | Github
A full-stack Eventbrite clone where users can browse events by category and bookmark or register for events.
- Utilized ActiveRecord and PostgreSQL to efficiently manage CRUD functionality for events, bookmarks, and registrations through the usage of less database access code, 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
- Designed event and category React components using CSS3 tools such as Flexbox to create organized, dynamic 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.
- Managed git feature branch workflow, resolved merge conflicts, and conducted code reviews as Team Lead
- Oversaw project timelines and implementation strategies, collaborating with team to ensure completion of different widgets
- Constructed 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 and trigger relevant actions
- Implemented conditional logic to retrieve user's current budget from state, calculate available spend by summing user's purchases, and estimate number of remaining purchases for the month

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
- Integrated event listeners with HTML Canvas container to handle game initialization and character movements, properly mirroring client mouse coordinates and complementing user interactivity

EXPERIENCE

Movement Strategy | New York, NY
Paid Media Manager   *Aug 2017 – Jan 2020*
- Launched and optimized hundreds of paid social campaigns for clients that promoted brand awareness, drove site traffic, bolstered post engagement, and increased Instagram followers by 50%
- Streamlined reporting processes for paid media clients, analyzing campaign metrics using Excel, Google Sheets, and Keynote
- Assisted in creative brainstorms and collaborated with the strategy and data teams to develop media implementations
- Communicated with 5 clients weekly to discuss objectives and performance, providing campaign advice and KPI estimates

Badge Media, LLC | New York, NY
Director of Ad Operations   *Jan 2017 – Jul 2017*
Media Manager   *Jul 2015 – Jan 2017*
- Analyzed trends using Excel reports & dashboard tool, highlighting strong segments to expand & weak segments to pull back
- Oversaw daily routines of a team of 3-5 using Asana, 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%
- Managed thousands of campaigns through uploads and optimization, targeting specific demographics and interest groups

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