

Nancy Ma

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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 single-page 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 without explicit SQL statements and with less database access code
- Incorporated state management with Redux to simplify data flow in React components and to cache form data from event creation and edits in an easily maintained container
- Designed event and category components using CSS3 tools such as flexbox to create organized, dynamic grid 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 as Team Lead and oversaw project timelines and strategies
- Architected Purchase History page to filter for current month's budget and purchases and enhanced ability to edit budgets and delete purchases 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 clean game interface containing game characters, objects, and background elements that are fully interactive
- Harnessed prototypical inheritance for static and mobile obstacles that share functions, accomplishing DRY code
- Integrated event listeners with canvas container to handle game initiation and character movements, using offsetting to realign client mouse coordinates and complement 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 brainstorming 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

- 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%

Media Manager

Jul 2015 – Jan 2017

- Managed thousands of campaigns through uploads and optimization, targeting specific demographics and interest groups
- Created biweekly and monthly custom reports and presentations, detailing and summarizing metrics of each client account

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