

Nicklas Chen Schmidt

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Full-stack developer with a background in Digital Marketing Analytics. Effective at combining problem solving and creativity to build fascinating and user-friendly applications. Pivoting into software development because I missed building stuff and wanted to turn ideas into reality / be more entrepreneurial.

TECHNICAL SKILLS

Javascript | React.js | Node.js | Express.js | MySQL | HTML | CSS | jQuery | Bootstrap | MongoDB | Heroku Deployment |

APPLICATIONS

[ThreadAuction](#) | [GitHub Link](#)

Team Lead

Demo e-commerce clothing auction market, where users post and bid on secondhand clothing and accessories.

- Full-stack app with React.js frontend, Node.js backend, MySQL database, and user authentication.

[Sample Project Name](#) | [GitHub Link](#)

Role

App description

- Type of app + tech deets
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PROFESSIONAL EXPERIENCE

WorkReduce | Account Supervisor | Los Angeles, CA

Jul 2017 – Nov 2018

- Onboard new teams as a client service lead, driving up revenue from zero to ~\$15K/month. Manage, train, and leverage Associates to improve task turnaround time and maximize capacity for growth.
- Oversee completion of digital media-related projects for clients. Own projects from start to finish: generate task work, delegate assignments, QA completed work, and deliver the finished product.
- Coded an internally-facing front-end JS app to clean user inputs and return usable data, which was used to QA pacing data daily for a client-wide initiative on our biggest client.

Amp Agency | Analyst, Measurement & Analytics | Boston, MA

Jun 2016 - Apr 2017

- Consolidated data into easily-consumable client dashboards, as well as designed and coded Excel docs to streamline reporting and data-uploading processes, improving efficiency of monthly reporting by 30%.
- Formulated analyses for client delivery using Google Analytics, Tableau, and social media analytics platforms to draw actionable insights for clients.

Wayfair, LLC | Co-op, Paid Acquisition Marketing | Boston, MA

Jul - Dec 2014

- Wrote MySQL scripts to pull product sales data and conduct analyses to inform decision-making from a digital advertising standpoint. Designed and analyzed Display ad creative concepts, generating thousands of top-of-funnel leads and lowering CPAs. Innovated and restructured Wayfair's Affiliate Program, in addition to managing day-to-day operations for the channel.
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EDUCATION

UCLA Ext. Full-Stack Coding Boot Camp | Los Angeles, CA

May - Nov 2018

- Intensive 24-week long boot camp dedicated to designing and building web applications

Northeastern University | D'Amore-McKim School of Business | Boston, MA

Sep 2012 - May 2017

- Bachelor of Science in Business Administration, Marketing Concentration GPA: 3.45
- NU Entrepreneurs Club Design Director, NU Marketing Association, NU Club Tennis Nationals Team

Webster University, Geneva, Switzerland

Jan - May 2016