Nathan Le

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OBJECTIVE

Detail-oriented professional with a background in computer science, web development, digital marketing, and design. Skilled in problem-solving, project management, and creative solutions, seeking opportunities to contribute technical, analytical, and creative expertise to drive impactful results in a dynamic work environment.

TECHNICAL SKILLS

Programming Languages: C++, C, Python, JavaScript, SQL, HTML, CSS

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Lightroom), Figma, Canva, CapCut

Platforms & Technologies: React, Node.js, Next.js, Tailwind CSS, Framer Motion, MongoDB, SparkSQL, PySpark, Apache/Hadoop, Flask, Elasticsearch, Git, VS Code, Shopify Theme Editor, Salesforce, GitHub

EXPERIENCE

Founder | Menacity Clothing   *August 2023 - Current*

- Founded and scaled a fashion brand, leveraging social media marketing to grow a community of over 60,000 people.
- Generated $62,000 in sales within five months by leveraging audience segmentation in email marketing campaigns, ensuring personalized outreach that increased conversion rates.
- Designed and developed a user friendly website, attracting 150,000+ user sessions within two years.
- Designed and launched 6+ products, ensuring high-quality through direct manufacturer collaboration.
- Managed all financial operations, including budgeting, price strategy, advertising spend and reinvestment to drive scalable growth.
- Optimized inventory management and supply chain logistics, handling bulk orders, preorders and clearance strategies to maximize revenue.

Marketing Specialist | Danny Le Realty   *September 2022 - August 2023*

- Designed and developed a user-friendly property listing website, improving navigation and client experience.
- Implemented lead capture, enabling automated email marketing campaigns and increasing prospective client engagement.
- Created and executed digital marketing strategies, including social media campaigns, email outreach, and SEO optimization, to generate qualified leads.
- Hired and mentored a marketing intern, training them in branding, content strategy, and client acquisition tactics to expand the agent's clientele.

PROJECTS

Real Time Chat Application | Talkify   *January 2025 - Current*

- Collaborated on a full-stack messaging app inspired by Discord, using React, Node.js, Express and MongoDB.
- Developed interactive UI components and implemented frontend features with React, HTML, CSS, and Javascript.
- Integrated real time messaging, friend requests, and direct messaging with WebSockets.
- Designed and optimized user authentication using JWT and MongoDB for secure login and registration.
- Contributed to debugging and refining frontend-backend interactions to ensure seamless user experience.
- Collaborated in an agile development team, focusing on UI/UX design, feature implementation, and testing.

E-commerce Website | Menacity Clothing   *August 2023 - Current*

- Designed and developed a user-friendly Shopify website, customizing the built-in theme and modifying the code for enhanced functionality and UI/UX.
- Attracted 150,000+ user sessions by optimizing site layout, navigation, and mobile responsiveness.
- Implemented custom styling and interactive elements to improve user experience and brand identity.
- Integrated and optimized email marketing tools, analytics, and conversion tracking for targeted customer engagement.

Personal Portfolio Website (Work in Progress)   *March 2025 - Current*

- Designing and developing a full-stack personal website using Next.js, React, Tailwind CSS and TypeScript to showcase projects and experience.
- Implementing a modern UI with smooth animations and interactive elements for enhanced user engagement.
- Integrating backend functionality for project management and contact form handling.

SUMMARY OF QUALIFICATIONS

Product and Brand Marketing	Team Management and Training	Project Management
SEO & Lead Generation	Inventory and Financial Planning	Graphic Design (Adobe, Canva)
Email Marketing and Audience Segmentation	Web Development (UI/UX, E-commerce)	Microsoft Office Suite (Excel, Word, Powerpoint)

EDUCATION

University of California, Riverside

- Bachelors of Science, Computer Science
- Senator, Student Body Government