

Olivia Conley

Software Engineer • Producer

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🐙 github.com/oliviaconley

Technical Skills

HTML / CSS
JavaScript
Node.js
React
Express
jQuery
Bootstrap / Tailwinds
Handlebars.js
MySQL
MongoDB

Education & Honors

Georgia Institute of Technology
Full Stack Web Development
June 2022 - December 2022

Fulbright Scholarship
English Teaching Assistant
January 2021 - July 2021
Ourense, Spain

Davidson College
Bachelor of Arts, Hispanic Studies
Presidential Scholar
August 2016 - May 2020
Davidson, NC

Additional Skills

Bilingual in English and Spanish
Adobe Creative Suite
Professional writing / editing
Product development
Curriculum design

Full-stack web developer with expertise in multimedia production.
An agile self-starter who gets the tough stuff done.
A confident leader with a passion for learning and team-building.
A master collaborator with a strong perspective.
Sharp eye for detail and creative problem-solving.

WORK EXPERIENCE

Encantos, New York, NY

Producer, January 2020 - November 2022

Producer of all things digital and physical. Strategist, planner, budgeter. Talent-spotter, intra-team coordinator and resource-wrangler.

Key Accomplishments:

- Led Creator Accelerator Program, collaborating with 20+ diverse creators to build original properties for the Webby-nominated Encantos app.
- Produced 50+ pieces of kid's app content including videos, podcasts, and eBooks.
- Streamlined app content production process utilizing Jira and Monday.com project management softwares.
- Successfully led production on over 10 children's books including *Tiny Travelers Australia Treasure Quest*, *Amor is to Love You*, *Te quiero, mamá*, *Kiki Can! Go to School*, *Skeletina & the Greedy Tooth Fairy*, and *Skeletina y el hada malvada* from conception to publication.
- Oversaw creation of children's book *Find Your Forest* in partnership the Ad Council and the United States Forest Service for distribution in Target.
- Designed and executed CRM campaigns, boosting member marketing audience by 43% and increasing newsletter engagement metrics by 60%.
- Assisted in transitioning all member marketing operations to Braze CRM platform.
- Produced bilingual educational content for the Learning Hub, a free resource for families on the Encantos website.

PROJECTS

Polished • github.com/lflyew/Polished
Contributor

User-friendly appointment-booking application built for independent Atlanta nail salon. Featuring customer and manager account options and dynamically updated master calendar.

- Created database models, built front-end UI and login/logout functionality. Led initial app planning from brainstorming to wireframing. Creative go-to.
- Tools: HTML, JavaScript, CSS, Handlebars, FullCalendar, Sequelize, MySQL, ORM.

E-Commerce API • github.com/oliviaconley/E-Commerce-100522

Sole Author

Configured a working Express.js API using Sequelize to interact with a MySQL database for an e-commerce site.

- Tools: JavaScript, Express.js, Node.js, MySQL, Dotenv, Sequelize.