

PEARL SHIN

web developer

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A web developer integrating a liberal arts background into the realm of technology. Passionate about turning ideas into a reality and the process of finding unique solutions to complex problems. Ability to think creatively and translate the abstract into meaningful products.

Projects

Story Vine ► [code](#) | [demo](#)

Story Vine is a writing web app that serves a community of writers to share ideas and write stories. See how far a small idea can grow into stories through other perspectives. Project responsibilities: team lead, secure backend for a complex nested story structure, final decisions on UX/UI, agile team development workflow.

Built with Rails, JavaScript, JointJS, Redactor JS, PostgreSQL, Solr, Foundation, Rspec, FactoryGirl, & Circle CI.

Mac Overflow ► [code](#) | [demo](#)

A Rails applications that mimics Stack Overflow where users can post questions, answers, and comments on anything related to Mac & Cheese! Emphasis on back-end, front-end, TDD, as well as implementing secure polymorphic associations.

Built with: Ruby, FactoryGirl, Rspec, Bootstrap, Rails backend.

Skills

Languages: Ruby, JavaScript (AJAX & jQuery), HTML 5, CSS 3, Foundation

Web/Test Frameworks: Rails, Sinatra, RSpec, Jasmine

DB Frameworks: Active Record, MySQL, PostgreSQL

Other: Git, TDD, Agile Development, Copywriting, SEO, Newsletter Campaigns, Social Media, Online Community Management, Editorial writing, Google Analytics, Hootsuite

Experience

Sequel Media Group

Paid Editorial Intern ► Aug 2013-May 2014 ► New York, NY

- Write & edit content, manage SEO & social media outlets such as Facebook, Pinterest, Google +, Twitter, Tumblr & HootSuite.
- Brainstorm social media strategies & monitor statistics through Google Analytics
- E-mail newsletter campaigns using MailChimp

Suoak

Blogger/PR Intern ► May 2013 - July 2013 ► New York, NY

- Managed social media outlets such as Facebook, Twitter, Pinterest, Tumblr and Instagram
- Developed relationships with bloggers
- Generated new creative editorial content and increase blog traffic

New York Family

Editorial Intern/Contributing Writer ► Jan 2013 - April 2013 ► New York, NY

- Interviewed, transcribed, and wrote articles for the magazine
- Attend and wrote local event coverage for the magazine
- Researched trending topics for weekly parenting news
- Wrote featured blog posts on pertaining topics
- Edited and fact-checked pieces before publishing

StyledOn.com

Editorial Intern ► Aug 2012 - Dec 2012 ► New York, NY

- Analyzed social media channels to scout and feature new and trending bloggers
- Find trends & pitch ideas for redevelopment & editorial features

Women's Wear Daily

Fashion Intern ► May 2011 - Aug 2011 ► New York, NY

- Assisted editors during photo shoots and gathered credits
- Organized closet and photo shoot materials

Marie Claire

Fashion Intern ► Jan 2011 - May 2011 ► New York, NY

- Coordinated preparation for photo shoots & run throughs for fashion assistants and editors
- Heavy management of incoming/outgoing samples and organized trend boards and look books

Education

Hamilton College

Bachelors 2012

English Literature Major

Dev Bootcamp

Completed 9 weeks of remote studying and 12 weeks on site learning full-stack web development.

Interests

Violin, piano, equestrian, photography, fashion, travelling.