RACHEL GOULD

FULL STACK WEB DEVELOPER

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PROFESSIONAL SUMMARY

Full-stack web developer fuelled by curiosity and a love of learning. If this sounds generic, ask yourself how many communications interns would volunteer to go inside of a radioactive particle accelerator just so they could see how it works.

This is the sense of wonder that I bring to web development, with a particular passion for front-end.

In addition to my natural curiosity, I also bring solid business awareness and communication skills from working as a Digital Marketing Specialist for tech companies.

I've touched almost every part of the sales and marketing process, from hitting the phones to building large-scale campaigns.

SKILLS

JavaScript
HTML, CSS, SASS
Bootstrap
Node.js
jQuery
React
AJAX
HTTP
Websockets
Ruby
Git/GitHub
MongoDB
PostgreSQL
Knex
Photoshop
SEO (Search Engine Optimization)
Google, Facebook Ads
Google Analytics
SalesForce
Pardot
Ontraport
Unbounce

PROJECTS

SINGLE-PAGE CHAT APP
Using React, Node.js and WebSockets

- Used Express and Websockets to build out backend server
- Built front-end app using React with Babel and Webpack
- Went above project requirements with stretch features: Giphy API, themes based on time of day, /-commands for custom username colors

AUTO-CATEGORIZING SMART TO-DO LIST APP
5-Day group project in Node.js

- Built out all front-end scripting, API logic, HTTP requests and design
- Used Node, JavaScript, AJAX, HTML, Bootstrap (SASS) and jQuery
- Implemented Wikipedia API to automatically categorize to-do list items

ZELDA-THEMED "LINK" SHORTENER
Short URL generator à la Bit.ly in Node.js with EJS and Express server

- Used Node, JavaScript, EJS, CSS, cookies and Express
- Implemented user accounts with password encryption, encrypted cookies, server-side redirects and short URL generation

PREVIOUS WORK EXPERIENCE

DIGITAL MARKETING
Clearpath Robotics (2015 - 2018)

- Promoted from Marketing Intern to Digital Marketing Coordinator to Specialist
- Created Conversion Rate Optimization program
- Managed SEO, Social Media and Digital Advertising strategy and execution
- Presented to the CEO and other senior leadership regularly
- Project manager for multiple website launches and marketing automation program

EDUCATION

LIGHTHOUSE LABS
Certificate in Web Development (2019)

A full-time immersive web development bootcamp program. Topics include: JavaScript, React, Node.js, MongoDB, PostgreSQL, Ruby, Ruby on Rails, jQuery, HTML, CSS, and SASS.

UNIVERSITY OF WATERLOO
Honours Bachelor of Arts, Class of 2017
Dean's List (with distinction)

Majored in Rhetoric and Professional Writing with a specialization in Digital Media Studies and a minor in Economics.