

## Raymond Delpino *Software Engineer*

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[GitHub](#)  
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[Portfolio](#)

### Experience

#### **Software Engineer – Capgemini (Contracted to CNBC)** AUGUST 2019 - PRESENT

I've been a part of 2 sub-teams (Monetization/Growth) for CNBC.com, which uses a React.js frontend that communicates with a GraphQL API layer.

- CNBC Monetization team - Focused on goals that monetize CNBC.com's audience
  - Collaborated to improve the functionality of our Watchlist feature, which allows users to customize a list of stocks they want to keep track of.
  - Currently working on a subscription service for Cramer's Investing Club, which gives users access to exclusive content and features that are otherwise not offered.
- CNBC Growth team - Focused on goals that grow CNBC.com's audience
  - Created a new type of asset called Live Blogs, which is synonymous with a periodically updated article. The editorial team publishes several updates to this asset for more ongoing stories, like the coronavirus pandemic.
  - Helped to create a new feature for subscribed Pro users, called Pro Live Commentary. It combines the functionality of Live Blogs with Watchlists and Live streams.
  - Part of a large-scale initiative to migrate all Pro functionality offered to Pro users from a legacy stack to the current React stack.

I was a member of the CMS team, which is responsible for supporting the internal platform applications for the editorial team. The editorial team publishes, writes, and curates the content seen on CNBC.com.

- Worked on an application responsible for curating the stories across the entire site, including those of the homepage. I worked on it as a full stack engineer, responsible for the React frontend, Node.js API layer, and MongoDB.
  - Decoupled the curation tool's database from the website. We improved the deployment process, as well as the editorial workflow after the decoupling.
  - Allowed the editorial team to nest stories under the main hero story of the homepage.

#### **Software Engineer – Common Living, Inc.** FEBRUARY 2018 - JUNE 2019

I primarily contributed towards a web application (React JS frontend/Ruby on Rails backend) provided to members living within Common's homes.

- Worked on both internal administration and external member features: creating UI/UX's based on designer mockups, writing API's (REST + GraphQL) and backend logic, interfacing w/ 3rd party applications
- Implemented a fullstack billing feature to charge members an application fee (with Stripe's API)
- Worked on frontend (React/JS/CSS) and backend (Rails) aspects of an interactive wizard for prospective members to self-schedule tours of Common's homes, using the Salesforce and Skedulo REST API

I maintained the company's marketing website ([www.common.com](http://www.common.com)) built with React & Next.js, hosted on AWS S3.

- Implemented the site's main feature: an interactive apply form wizard ([www.common.com/apply-form/](http://www.common.com/apply-form/))
  - Worked with graphic designer to implement UI/UX based on high fidelity mockups
  - Implemented functionality to track user data for each step of the wizard with analytics tools
  - Wrote a Rails API wrapper which enters leads into Salesforce
  - Used Ruby to implement an algorithm to match leads with vacant rooms, whose parameters are based on preferences users enter through the interactive form
- Built several marketing landing pages for campaigns to increase lead generation
- Applied several SEO improvements (applying structured metadata, removing redirects, etc.)

#### **Digital Marketing Associate – DS Distribution, LLC** SEPTEMBER 2016 - AUGUST 2017

I managed Shopify CMS platform to update front end of company website, using HTML/CSS. Applied data gathered from Google Analytics and Shopify Analytics for SEO best practices.

- Strategized ad campaigns, sponsored content with 3rd parties (average ROI of 200%)
- Coordinated email campaigns for 90,000 subscribers, which yielded an average open rate of 10%, average click-through rate of 3%, average conversion rate of 5%, and an average ROI of 500%.

## Education

**App Academy** SEPTEMBER 2017 - NOVEMBER 2017  
*1000-hour full stack programming bootcamp, <3% acceptance rate.*

**Rutgers University** SEPTEMBER 2012 - MAY 2016  
*Bachelor of Arts in Political Science from the School of Arts and Science*

## Skills

RUBY, RAILS, REDUX.JS, NEXT.JS, HTML, CSS, HEROKU, PHP, SASS, JASMINE, JAVASCRIPT, REACT.JS, JQUERY, AJAX, SQL, GIT, AWS, WEBPACK, REST, RSPEC, GRAPHQL, DATADOG, ENZYME, JEST, SALESFORCE, FRAMER, STRIPE

## Personal Projects

**NetFix** [Live](#) | [GitHub](#)

Ruby on Rails, React.js, Redux.js, Babel, PostgreSQL

*A RESTful single-page app that applies a JSON API, inspired by Netflix.com*

**BrickOut** [Live](#) | [GitHub](#)

JavaScript, Canvas

*A browser game inspired by Brick Breaker*

**jControl** [GitHub](#)

Native DOM API, JavaScript

*A JavaScript library for streamlined DOM manipulation, event handling, and AJ*