SAM MESSINA

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EDUCATION

B.S. Computer Science | Southern Illinois University
May 2018 | GPA: 3.74

WORK EXPERIENCE

Front End Developer & Digital Marketer | Topstep LLC
June 2018 - Present
- Lead front end engineering by developing templates using **Python's Django**, **Hubspot HubL**, and **MJML** as well as **Angular 2** components and custom Wordpress themes using **Gulp, SCSS, and ES6 JavaScript**, ensuring performance and **accessibility**
- Create living style guide and component library with native **HTML, JavaScript, and CSS,** reusable across all internal tech stacks
- Increase conversion rate through a new attribution solution using **Google Analytics, Hubspot, and PostgreSQL**
- Orchestrate **Search Engine Optimization (SEO)** strategy resulting in a 25% increase in organic search traffic
- Hire front end development positions, implementing technical tests and question sets to verify skills
- Manage **tracking pixels**, analytics solutions, and attribution systems to monitor and measure all digital marketing efforts

Web Developer & Research Assistant | Southern Illinois University
January 2014 - May 2018
- Authored custom web pages, forms, and apps for university departments using **HTML, CSS, JavaScript, and PHP**
- Organized and led classes detailing basic **HTML,** content creation, and best UI/UX practices for ~200 users
- Designed and authored **Python** applications to speed up or automate bottlenecks in the team's recurring workflows
- Updated HTML meta descriptions, titles, content tags, structured data, and page content, improving **SEO** site-wide

Web Development Intern | MacUpdate
June 2016 - September 2017
- Created a custom front end module loader using **Grunt and Node JS**, which fully automated caching, bundling, and minification of front end assets, and reduced average page size by 15%, or ~250KB per page
- Organized an **SEO** audit, resulting in a 20% increase in organic search, equaling over 30,000 weekly sessions
- Introduced responsive design to the site by using **Bootstrap, jQuery/JavaScript, CSS, and HTML** to develop and implement a mobile responsive navigation bar and footer, deployed on all pages
- Designed and developed a customizable, metadata-driven automatic email system using **PHP and MySQL**, allowing marketing teammates to better target and track email campaigns and increase conversion rate

PROJECTS

PersonaList | personalist.smessina.com | **2018 | React, React Hooks API, Node, HTML, SCSS.**
PersonaList allows users to add comments to Spotify playlists, for easier playlist collaboration. PersonaList uses the Spotify API to pull data into a **NodeJS** server. The app is dynamically rendered with **React**, using the **React Hooks API** to acheive a functional model throughout the app.

Git Flow | gitflow.smessina.com | **2017 | React, HTML, SCSS.**
Git Flow is an interactive git tutorial that walks users through a git workflow via a step-by-step flowchart. Written in **React,** tutorial content is dynamically generated by manipulating **React component state** as users work through the flowchart.

OrderUp HookUp | orderuphookup.smessina.com | **2016 | JavaScript, Angular 1, Node, HTML, CSS.**
OrderUp HookUp is a restaurant locator, which uses a **Node and Express REST API** to cross-reference Google location services with the Yelp Fusion Cloud API to find nearby restaurants. OrderUpHookUp is rendered using **Angular 1**.

Languages	Libraries	Tools
Javascript, HTML, CSS, Python, PHP, MySQL, PostgreSQL, Java, C	React JS, Angular 1, Angular 4, jQuery, Bootstrap, Node, Django, Wordpress, MJML, Mustache, SCSS	Git, Gulp, Grunt, Webpack, Vim, Google Analytics, Google Search Console, Google Tag Manager, Hubspot, Linux