

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 by 10% 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
- Lead hiring process for 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

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 native ES6 JavaScript to emulate capabilities usually bundled with a front end framework like React or Vue.

Git Flow | gitflow.smessina.com | 2017

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

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

Javascript, HTML, CSS, Python, PHP, MySQL, PostgreSQL, Java, C

Libraries

React JS, Angular 1, Angular 4, jQuery, Bootstrap, Node, Django, Wordpress, MJML, Mustache, SCSS

Tools

Git, Gulp, Grunt, Webpack, Vim, Google Analytics, Google Search Console, Google Tag Manager, Hubspot, Linux