

Michelle Chen

Full Stack Software Engineer

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Languages, Frameworks & Skills

- **Languages:** JavaScript, HTML5, CSS3, Python
- **Libraries and Frameworks:** React.js, Node.js, Express.js, EJS, Flask, Django/Django REST, FastAPI, Bootstrap, Mongoose, jQuery
- **Database:** PostgreSQL, MongoDB, bit.io
- **Other:** Responsive Web Design, RESTful APIs, Git/Github, Netlify, Render, Terminal, WordPress/WP Engine, Json, Squarespace, Google Analytics, Canva, Facebook ads, Google ads, LinkedIn ads, CTV ads, Looker, Slack, Jira, Okta, Braze, Microsoft suite, BigQuery, Kochava, Branch, Mailchimp
- **Spoken Languages:** English (fluent), Chinese-Mandarin (fluent), Chinese-Shanghainese (fluent), Spanish (novice)

Software Development Projects

Sep 2022 - PRESENT

My Bucket List - Full Stack Travel Planning App - React, PostgreSQL, Django, Python

<https://charming-creponne-cea4b6.netlify.app/>

- Developed a robust app that allows users to create, read, update and delete countries they want to visit by executing a single model relational backend with PostgreSQL
- Programed a user login and signup authentication experience to enable users to save their data
- Executed design with CSS to keep code dry and maintainable through the use of variables

dotBEATS - Full Stack Music Library App - React, MongoDB, Express, Node.js (MERN Stack)

<https://reliable-marzipan-f9fc1b.netlify.app/>

- Worked in a group of four to build an app to client specifications and utilized Git Collaboration for version control
- Built React components to efficiently render site information, providing the user with a seamless experience
- Maintained data using Mongoose and MongoDB and executed full CRUD operations on a single model

Menu Maker - Menu Management/Creation App - Javascript, MongoDB, Express, Node.js

<https://menu-make-2.onrender.com/menu/>

- Server-rendered web app using Express and EJS, written in a modular format for easy maintenance in the future.
- Used JAMstack principles to avoid heavy network calls, by storing all external data into the MongoDB database. The biggest benefit: avoiding authenticated requests to external services.
- Implemented CRUD functionality to enable the storage and manipulation of user data
- Devised a project plan consisting of user flows, wireframes and user stories to deploy in an agile, 2-week development sprint

Professional Experience

Vida Health | Growth Marketing Manager < Senior Marketing Associate < Marketing Associate

Oct 2018 - Present

- Built scalable landing page templates for external stakeholders by A/B testing the conversion rate of different components, increasing overall user conversion rate by 5%, and enabling stakeholders without coding experience to build a landing page in less than 15 minutes
- Automated ad audience upload to ad platforms(Facebook, Google, and LinkedIn) for stakeholders lowering cost per acquisition by 40%, saving 1.4 million in ad spend and saving the ad team 40 hours of work every month
- Spearheaded Company website overhaul collaborating with business partners from across org, increasing B2B leads by 30% and B2B2C conversions by 3%
- Directed marketing attribution dashboard revamp, enabling visibility into KPI such as conversion rate, registration, reach and cost across marketing channels to inform downstream actions saving 1.2 million in marketing spend

Scripps Networks | Digital Ads Intern

Sep 2017 - Dec 2017

- Modernized the prospecting system collaborating with various stakeholders to rank different clients based on company public data to effectively distribute sales resources, increasing the probability of closing the deal

Education

General Assembly, Software Engineering Immersive – San Francisco, CA

Sep 2022 - Present

Full-stack software engineering immersive student in an intensive, 6-month, 500+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies. Developed a portfolio of individual and group projects.

University of California, Los Angeles – Los Angeles, CA

Sep 2014 - Jun 2018

Bachelor of Arts, Sociology