

Satya Sette

Front-End Web Developer | Marketing Director
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Relevant Skills

Languages | JavaScript, TypeScript, CSS3, SASS, HTML5, C++

Libraries and Frameworks | React, Node.js, Express.js, jQuery, Angular

Database | SQL, MongoDB, Mongoose

Other Skills | RESTful Routing, JSON, SEO, Google Ads, Facebook Ads, Google Analytics, Google Data Studio, Google Tag Manager, Google Optimize, CMS, Wordpress, Shopify, Adobe Photoshop, Adobe Creative Cloud, Salesforce CRM, Hubspot, Keap, Infusionsoft, Developer Tools, UX / UI Design

Soft Skills | Problem-solving, Teamwork, Communication, Creativity, Troubleshooting, Time Management, Adaptability

Work Experience

- Marketing Director & Front-End Web Developer | Tri Valley Plastic Surgery | Dublin, CA** 05/2019-Present
- Launched new web development projects, e.g. new external website and internal photo gallery / review application shared with patients
 - Drove aggressive customer acquisition initiative, increasing conversions by 170% and decreasing cost per lead by \$80 over 3-month period
 - Monitored / optimized Google Ads & Facebook Ads campaigns utilizing A/B testing, landing page modification, search term mining via custom SQL scripts
 - Engineered robust CRM platform consisting of new automation systems and task management tools, increasing reporting capabilities and average lead response time by 40%

- Marketing & Web Development Consultant | Sette Digital | San Francisco, CA** 07/2018-07/2021
- Researched / planned / designed / executed digital marketing strategies for 6+ multiple industry clients, including E-Commerce
 - Built and deployed custom conversion optimized websites utilizing Wordpress and Shopify platforms
 - Developed new Google & Facebook Ads campaigns and set up appropriate conversion tracking via Google Tag Manager / Analytics
 - Crafted / coded / deployed keyword and conversion optimized landing pages, optimizing as needed on hotjar heatmap analysis
 - Developed / proposed monthly / annual marketing budgets / sales goals, presenting clients with detailed, custom performance reports using Google Data Studio analytics

- Marketing Manager | Big Marlin Group | Gilbert, AZ** 11/2018-06/2019
- Managed content and updates for customer and internal touch points. Presented deliverables to internal / external teams, interfaced with senior leaders on marketing strategies
 - Built and optimized Google Ads accounts for 15+ new and current clients
 - Analyzed market trends and refined audience targeting to develop strategies for potential clients / generate qualified leads / promote brand awareness
 - Conceptualized / executed multi-channel campaigns on Google Ads / social media / email / print, producing detailed reports re audit campaign progress

- Account Strategist | Google | Tempe, AZ** 09/2017-11/2018
- As an exclusive Google contractor on the Google Ads team, managed a 6.3 million per quarter book of business, consistently exceeding all conversion performance increase & revenue goals QoQ
 - Provided strategic advice to Google Partner Advertising Agencies, working in a consultative role for their small and medium sized business clients
 - Collaborated with the technical team of Google Specialists, Developers, and Product team members on new feature development through direct exposure to small and medium sized advertisers

- Account Executive | Aviant Healthcare | Mesa, AZ** 06/2016-09/2017
- Generated a consistent pipeline of qualified leads in target markets as a Medical Representative

- Consistently exceeded sales goals and grew territory by 60-70%
- Served as a public awareness liaison focussing on developing and maintaining professional relationships with the Arizona medical community through visits, events, educational presentations and calls

Projects

OnlySurf | Surf Report Web Application

<https://onlysurf.herokuapp.com/>

<https://github.com/xsatyax/OnlySurf3>

JavaScript / EJS, Node.js, Express.js, MongoDB, SCSS, HTML

(09/2021)

- Developed a full CRUD web app using NodeJS and ExpressJS for users to create an account or login with encrypted cookie storage and password hashing
- Applied EJS templates to render accurate real-time weather and surf related data on any user selected beach, based on interactive longitude and latitude map data utilizing multiple third party APIs
- Stored multiple user input (login information, beaches) as database information fields through mongoDB Atlas

Wayfarer | Travel Blog Web Application

<https://github.com/xsatyax/WayfarerReact>

React, Node.js, Express.js, MongoDB, SCSS, HTML

(08/2021)

- Built a Full-Stack MERN travel blog application with CRUD functionality utilizing a one-to-many relationship between two models
- Added functionality including the ability for users to add individual cities with images/content, and make subsequent posts associated with any city visited
- Employed React components to render all associated cities and post information on a single page

journ.ey | Journaling Web Application

<Sei-satya-nicole-project-1.herokuapp.com>

<https://github.com/xsatyax/project1>

JavaScript, CSS, SCSS, HTML, Node.js, Express.js, Heroku, MongoDB

(08/2021)

- Designed a simple and intuitive front-end interface allowing a user to create personal journal entries
- Engineered a robust back-end with full (CRUD) operations hitting all RESTful routes
- Implemented a session-based user sign up and log in functionality for enhanced security
- Integrated various open-source API libraries to improve user experience and usability

Education

Software Engineering | General Assembly | San Francisco, CA

(07/2021)

Full-stack software engineering intensive, twelve-week, 450+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies, developing a portfolio of individual and group projects

BioTechnology | Arizona State University | Tempe, AZ

(05/2019)