

Sonia Nyenkan, Software Developer

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LINKS

[LinkedIn](#), [GitHub](#), [Portfolio](#)

PROFILE

Versatile Full Stack Developer and Social Media Manager, blending technical expertise with creative digital marketing. Proficient in modern technologies like React and the MERN (MongoDB, Express, React, and Node) stack, I excel in delivering outstanding projects and amplifying brand presence through innovative social media strategies. Skilled in engaging diverse audiences, my dual capabilities make me a valuable asset in today's digital landscape.

SKILLS

Technical Skills: • XML • JSON • jQuery • AJAX • Application Programming Interfaces • Express.js • MongoDB • GraphQL • React.js • MVC Paradigm • HTML / CSS • JavaScript ES6 • Node.js • MySQL / NoSQL • Database Management • Jest Testing • Content Management Systems (CMS) • Digital Advertising (Facebook Ads, Instagram Ads) • Video Editing • Search Engine Optimization (SEO) • Social Media Advertising • Graphic Design

Soft Skills: • Content Creation • Effective Communication • Time Management and Organization • Adaptability • Creative Problem-Solving • Teamwork & Collaboration • Copy Writing • Analytical Skills • Customer Service • Conflict Resolution

Technologies: • Git • GitHub • Visual Studio Code • Insomnia REST Client • Heroku • Netlify • Webpack • Shopify Plus • Canva • MS Office

EMPLOYMENT HISTORY

Mar 2022 — Nov 2023

Social Media Manager, The Bun Hut Restaurant and Bar / Gather Restaurant

Asheboro, NC

Facebook, Instagram, TikTok Handles - *@thebunhutnc / @gatherinasheboro*

- **Crafted and Curated Engaging Content:** Spearheaded the creation of compelling social media posts, designed eye-catching images and videos, significantly increasing audience engagement and interaction.

- **Led Successful Campaigns:** Strategically directed promotional campaigns and managed targeted paid advertising initiatives, resulting in measurable increases in brand visibility and customer acquisition.

- **Elevated Brand Image:** Proactively managed and revitalized social media accounts, ensuring a consistently positive brand portrayal. Implemented responsive communication strategies to address customer inquiries, boosting satisfaction and loyalty.

Facebook: Managed and grew a Facebook page, achieving an 89.5% increase in visibility and a 23.9% increase in page visits over work period.

Instagram: Amplified Instagram presence, with a 144% increase in reach and a substantial 171% boost in profile visits, highlighting effective engagement strategies.

EDUCATION

Aug 2022 — May 2024

Information Technology, Randolph Community College

Asheboro, NC

Associate's Degree, Class of May 2024

CERTIFICATIONS

May 2023 — Nov 2023

Full Stack Flex Coding , University of North Carolina Chapel Hill