SAM GUBERNIKOFF

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LinkedIn | Github | Portfolio

SUMMARY

Marketing professional turned full-stack engineer aiming to leverage traditional business skills and acumen as well as software development fluency to help design, deploy, and manage new websites and products for companies.

TECHNICAL SKILLS

- *Software:* JavaScript, HTML, CSS, React, Ruby on Rails, Figma, PostrgreSQL, Adobe Photoshop Elements

TECHNICAL PROJECTS

Anchor Stainless Company Website | Github Monolith | Deployed Site   June 2022 - July 2022
Collaborated with local business to develop full stack company website with original design and functionality
- Utilized React fundamentals useState, useEffect, and the react-router-dom to create seamless, original UI/UX
- Implemented automated emailing service utilizing ActionMailer in Ruby on RailsKey

Pick of The Day | Github Monolith| Deployed Site   Aug 2022 - Present
Gambling based social media platform when paired with a gambling platform can increase engagement and revenue
- Allows users to post their "picks" and interact with other users through a CRUD app built on a Rails server
- Displays posts based on user's merit by creating an original algorithm that dictates what a user will see
- Created an engaging gambling alternative in hopes to deter irresponsible gambling, while allowing users to interact with their peers

Little Leaf | Github Monolith | Deployed Site   May 2022
Developed a garden planning app that allow users to plan their garden and botany journeys seamlessly
- Created fully customizable functions and features, allowing users to view other gardens, receive weather reports, find gardening tips, and more
- Currently developing a marketplace feature that will allow users to purchase plants and/or gardens
- *Development Stack:* Backend – Ruby on Rails; Frontend – React

WORK EXPERIENCE

Gubernikoff Creative   **New York, NY**
Co-Founder, Software Engineer   2022
- Coordinated end to end client experience including both administrative functions and website design
- Led client development process in order to establish business leads
- Implemented Front-End build on projects primarily utilizing Javascript and React

Universal McCann   **New York, NY**
Senior Associate, Integrated Investment   2019 - 2021
- Created, managed and stewarded digital/online video and social investments for Coca Cola and Exxon Mobil
- Managed full year Strategic Partnerships to deliver multimillion dollar budgets to goal for linear and digital
- Trained and managed a team of associates to enter all tracking and campaign details for each partner IO and report on partner executions through wrap reports and in-flight check ins with client
- Reconciled and implemented a billing process that systemized pending payments across entire portfolio

EDUCATION

Flatiron School   **New York, NY**
Software Engineering Program - Certificate in Full Stack Software Engineering   2022

Indiana University, School of Public & Environmental Affairs   **Bloomington, IN**
Bachelor of Science, Healthcare Management and Policy   2019

PERSONAL

- Jacobs Family Foundation, *Director*