MELODY LIN

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EXPERIENCE

SOFTWARE ENGINEER, DIGITASLBI
January 2016 – Present, New York, New York
- Developed Black Friday responsive web experience for a multinational company, contributing to a 532% conversion rate and $3.02 million in revenue.
- Designed and implemented reusable components in Adobe Experience Manager (AEM), including integrating JavaScript vendor libraries and utilizing workflows such as BEM, grunt, and gulp.
- Implemented and refactored back end code in Java Spring MVC (Java, jsp, tag, JSTL), and optimized front end for cross-platform and cross-browser compatibility issues.
- Standardized development process for internationalization of website components and trained team of 7 Hybris developers in protocol.
- Designed ETL (Extract, Transform, Load) workflows to facilitate data movement within web application architecture.

BUSINESS TECHNOLOGY ANALYST, DIGITASLBI
September 2014 – December 2015, Boston, Massachusetts
- Deployed content builds for a multinational corporation's online campaign, generating 16 million social media impressions and $250,000 in June 2015.
- Gathered business and technical requirements for 2015 Special Olympics/LA World Games campaign website, generating 18,190 #passtheflame uses in social media and 138.9 million media impressions.
- Liaised between clients, business, and technical teams on four lines of business to ensure alignment on requirements.

BUSINESS DEVELOPMENT INTERN, ORACLE
June 2013 – August 2013, Burlington, Massachusetts
- Analyzed and generated reports on $19M of pipeline and fiscal revenue data using Excel.
- Communicated and identified how to effectively target profitable accounts to senior management.

SKILLS

Computer Languages	Technologies	Languages
Python	Git	Mandarin
JavaScript/jQuery	AEM 5 & 6	German
Java	Hybris StoreFront, cockpit	
	HTML5 & CSS3	

EDUCATION

TUFTS UNIVERSITY
2014 B.Sc. in Civil Engineering, *cum laude*

HONORS

Digitas Boston IoT Wearables Ideathon, First Place, November 2014
Digitas Boston ThisMoment Hackathon, Second Place, October 2014
Dean's List, 2010 – 2014
Stern Scholarship Recipient, $15,000 annually, 2010 – 2014

VOLUNTEER WORK

CITIZENS SCHOOLS
Fall 2015 – Spring 2016, Programming Instructor, DigitasLbi
Taught programming weekly to 15-20 students from local schools using Scratch and Tynker. Students designed and built games from scratch, and presented to a panel at the end of 10 weeks.