MELODY LIN

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EXPERIENCE

SOFTWARE ENGINEER, DIGITASLBI
January 2016 – July 2017, New York, New York
- Led front and back-end development for a Black Friday responsive site takeover on an e-Commerce website that generated a 532% conversion rate and $3.02 million in revenue.
- Built robust and scalable modules and templates using Java for an internal GUI so non-technical team members can push production-level changes without a code release.
- Increased efficiency and readability of Java code through refactoring, optimization, and documentation, which reduced developer lead time by 50% on subsequent projects.
- Developed build scripts using Gulp.js for build and deployment automation on the front-end.
- Expanded JavaScript, HTML, CSS code to handle cross-platform and cross-browser compatibility issues and to meet mobile-first and responsive web design standards.
- Standardized development process for internationalization of website components and training team of 7 developers in protocol.

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 $19 million of pipeline and fiscal revenue data using Excel.
- Communicated and identified how to effectively target profitable accounts to senior management.

SKILLS

Computer Languages	**Technical Skills**		**Languages**
Python	Git	HTML5 & CSS3	Mandarin
JavaScript/jQuery	VirtualEnv	Unix	German
Java	Google APIs	Agile methodologies	
	OO programming	Debugging/troubleshooting	

EDUCATION

TUFTS UNIVERSITY
2014 BS in Civil Engineering, 3.41 GPA, *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 basic object-oriented programming (OOP) concepts weekly to 15-20 students from local schools using Scratch and Tynker.