

# MELODY LIN

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sobriquette.github.io

## EXPERIENCE

### **SOFTWARE ENGINEER, DIGITASLBI**

January 2016 – Present, New York, New York

- Developing Black Friday responsive web experience for a multinational company, contributing to a 532% conversion rate and \$3.02 million in revenue.
- Designing and implementing reusable components in Adobe Experience Manager (AEM), including integrating JavaScript vendor libraries and utilizing workflows such as BEM, grunt, and gulp.
- Implementing and refactoring back end code in Java Spring MVC (Java, jsp, tag, JSTL), and optimizing front end for cross-platform and cross-browser compatibility issues.
- Standardizing development process for internationalization of website components and training team of 7 Hybris developers in protocol.
- Designing 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 \$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**

Python  
JavaScript/jQuery  
Java

### **Technologies**

Git  
AEM 5 & 6  
Hybris StoreFront, cockpit  
HTML5 & CSS3

### **Languages**

Mandarin  
German

## 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.