SONYA BRAZELL

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NAVY VETERAN | LINKEDIN | GITHUB

LANGUAGES & TECHNOLOGIES

- Python
- React.js
- JavaScript
- HTML5
- CSS3
- C#.NET

- Django
- Django REST Framework
- ASP.NET Core Web API
- Axios
- JSON
- MySQL

- Postman
- Git & GitHub
- Visual Studio & Visual Studio Code
- Adobe Creative Suite
- Affinity Creative Suite
- Figma

EXPERIENCE

CAPSTONE | *Reposi**Story***   Frontend Repo | Backend Repo
A reading application that records a reader's personal library and non-traditional works read, and gives back data visualization and recommended books.
- Technologies used: React.js, HTML, CSS, Python, Django REST Framework, MySQL, JSON Web Token, Google Books API, React Bootstrap, Chart.js
- Application features include:
  - User account registration, login, profile creation, and logout utilizing JWT Authentication.
  - User digital library creation that allows users to add books to their library and list features such as Special Edition, First Edition, Signed, as well as the format of the book.
  - Utilizing Google Books API to retrieve cover photos of books to be displayed in a digital library.
  - Mark a book as part of a series, as well as filter to display books of the same series.
  - Search for books by keyword using Google Books API, display search results and add books of choice to the user's library.
  - Display book recommendations based on books in the user's library using algorithm and Google Books API.
  - Track and display all books and non-traditional works read.
  - Format read data into charts, broken down by books, works, and words read by month.

EDUCATION

FULL-STACK SOFTWARE DEVELOPMENT CERTIFICATE *| DEVCODECAMP | JANUARY 2022*
- *A 12-week immersive, full-time, project based software development training program.*

BACHELORS OF SCIENCE IN MARKETING *| COLORADO STATE UNIVERSITY - GLOBAL | JUNE 2016*

EXPERIENCE

***WOOLEN BOON | OWNER/FOUNDER** | AUSTIN, TX | MARCH 2016 - PRESENT*
- Conceptualized and founded business doing an average of 100K gross e-commerce sales per year within the first 12 months.
- Crafted targeted brand strategy and narrative to engage niche market, reaching 17K+ Instagram followers and adopted content calendar to increase engagement.
- Increased e-commerce sales 300% within the first 18 months of business.
- Developed a lead generation campaign through content marketing via social media and email to prospective and repeat customers, resulting in a conversion rate of 6%.
- Regularly met deadlines and managed the creation and execution of up to 10 wholesale projects at one time while still maintaining retail orders.
- Tested and modified production methods to increase daily output by 800% within two years.
- Trained and delegated tasks of product production and CRM of 50 global wholesale accounts to 2 employees over the course of 3 years.