Sophia Barrett

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GitHub: github.com/sophiabarrett | **Portfolio:** sophiabarrett.co | **LinkedIn:** linkedin.com/in/sophiabarrett

Self-motivated full stack web developer with background in design, marketing, and visual communication. Over a decade of experience in UI/UX design and WordPress development. Fascinated by the intersection of form and function and passionate about uniting intuitive front end experiences with powerful back end performance. Positioned to provide unique perspectives on end-user experience by leveraging expertise in digital marketing and user experience design.

Skills

Technical: MERN Stack, JavaScript, HTML, CSS, Git, GraphQL, Apollo, Mongoose, Sequelize, MySQL, WordPress, Handlebars, Bootstrap, Illustrator, Photoshop, InDesign

Soft: UI/UX Design, Marketing, Branding, Problem Solving, Critical Thinking, Project Management, Written and Verbal Communication, Leadership, Teamwork, Interpersonal Skills, Emotional Intelligence, Time Management, Self-Management

Projects

To Clarify   **Full Stack Web Developer**
Repo: github.com/sophiabarrett/toclarifyapp | Deployed: toclarifyapp.herokuapp.com
- Full stack MERN application designed to help freelancers manage project workflow and transparency for clients
- Worked with team of four to determine project scope and MVC outline; built resolvers; designed and built UI
- Built with: MERN Stack, GraphQL, Apollo, Mongoose, JWT, bcrypt, Bootstrap, JavaScript, HTML, CSS

The Book Exchange   **Team Lead and Full Stack Web Developer**
Repo: github.com/sophiabarrett/the-book-exchange | Deployed: the-book-exchange.herokuapp.com
- Online platform for book lovers to connect, discover new reads, and trade books
- Led team of four to determine project scope and MVC outline; designed and built UI; built back end and search tool
- Built with: Node, Express, Sequelize, MySQL, Handlebars, UIkit, SendGrid, bcrypt, Jest, JavaScript, HTML, CSS

Work Experience

Satellite Deskworks and Workplaces   **February 2020 - Present**
Marketing Manager   Remote (HQ Sunnyvale, CA)
- Led digital marketing efforts; managed web team in SEO / CRO initiatives; increased avg. monthly web leads by 50%
- Implemented website lead capture automation, reducing weekly CRM maintenance time by 3 hours
- Excellent self-management skills and strong work ethic led to promotion after 10 months with company

Your Summit Media   **2012 - Present**
CEO and Founder   Remote
- Designed and built custom WordPress themes, websites, brand packages, and marketing campaigns
- Communicated directly with clients to determine scope of projects, timelines, and budgets
- Maintained positive relationships with clients and served as knowledge base for web, design, and marketing expertise

CruzBrand   **January 2017 - November 2019**
WordPress Developer   Santa Cruz, CA
- Worked directly with web design team to build custom WordPress themes and deliver finished websites to clients
- Acted as team's WordPress expert, provided technical support and knowledge on best practices and plugin options

HotelTap   **October 2014 - December 2015**
Branding and Graphics Designer   Remote (HQ Pleasanton, CA)
- Designed website and communicated effectively with web development team to deliver final product
- Identified marketable features in software, translated technical descriptions into effective marketing copy

Education

Full Stack Web Development Certificate — University of Arizona   **February 2022**

Bachelor of Arts in Design — University of California, Davis   **June 2013**