

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 frontend development. Fascinated by the intersection of form and function and passionate about uniting intuitive frontend experiences with powerful backend 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, NoSQL, MySQL, WordPress, Handlebars, Bootstrap, Illustrator, Photoshop, InDesign

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

Work Experience

Satellite Deskworks and Workplaces

February 2020 - Present

Marketing Manager

Remote (HQ Sunnyvale, CA)

- Led digital marketing efforts and managed web development team; Devised analytical process to enable data-driven approach to website and digital marketing campaign improvements; Increased average monthly web leads by 50%
- Implemented website lead capture and KPI tracking 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

Gilbert, AZ

- Designed and built custom WordPress websites, brand packages, marketing campaigns, and user experiences
- Communicated directly with clients to outline and execute projects, timelines, budgets, and ensure overall satisfaction
- 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, providing technical support and knowledge on best practices and plugin options

HotelTap

October 2014 - December 2015

Branding and Graphics Designer

Remote (HQ Pleasanton, CA)

- Designed brand package and website; Communicated effectively with web development team to deliver final product
- Identified marketable features in software, translated technical descriptions into effective marketing copy

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 define and build MVP; built resolvers; designed and built user interface
- Built with: Mongo, Express, React, Node, 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 define and build MVP; designed and built user interface; built backend and search tool
- Built with: Node, Express, Sequelize, MySQL, Handlebars, UIKit, SendGrid, bcrypt, Jest, JavaScript, HTML, CSS

Education

Full Stack Web Development Certificate — University of Arizona

February 2022

Bachelor of Arts in Design — University of California, Davis

June 2013