Sophia Barrett

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LinkedIn: linkedin.com/in/sophiabarrett/ | **GitHub:** github.com/sophiabarrett | **Portfolio:** sophia.yoursummit.media

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

Skills

Technical: MERN Stack, JavaScript, HTML, CSS, Git, GraphQL, 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

The Book Exchange   **Team Lead and Back End 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 UI, built back end and search tool
- Node, Express, Sequelize, MySQL, Handlebars, UIkit, SendGrid, bcrypt, Jest, JavaScript, HTML, CSS

Show Finder   **API Engineer**
Repo: github.com/sophiabarrett/show-finder | Deployed: sophiabarrett.github.io/show-finder
- A quick way to find concerts around you for artists similar to those you love.
- Built integration between TasteDive API and Ticketmaster API
- TasteDive API, Ticketmaster API, Foundation, JavaScript, HTML, CSS

Work Experience

Satellite Deskworks and Workplaces   **February 2020 - Present**
Marketing Manager   Remote (HQ Sunnyvale, CA)
- Led web development team in SEO, CRO, and PPC initiatives, increased average monthly website leads by 50%
- Implemented website lead capture automation, reducing weekly CRM maintenance time by 2 hours
- Excellent self-management skills and strong work ethic, promoted after 9 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

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**