SOPHIA HE

◆ FULL STACK DEVELOPER ◆

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PROJECTS

DRIVEXUS
A student management portal for driving schools. It is mainly developed in **Rails, using Ajax request, Javascript and Bootstrap**. Gems such as Sorcery, Cancancan and Geocoder were used for user authentication, authorization and geocoding.

DRIVE.IO
(work in progress)
A spin off from Drivexus but heavily focused on appointment system. It is a driving instructor finder where students can find instructors nearby, make appointment to the instructor according to their rating and specialties, and make payment online. I am planning to use **FullCalendar Javascript plugin** for timetable and **Stripe** for online payment.

IMAGE-APP
A small app built on **React**. User can upload image to local browser and click buttons such as Rotate, Scale, Translate and Opacity to apply actions to the image.

PROFESSIONAL EXPERIENCE

Campaign Manager
Crush Campaigns
Sep 2014 - Dec 2015
- Manage client relationship and expectations, negotiate deliverables and timelines
- Plan, execute campaigns from initial setup, tracking configuration, to reporting
- Develop and implement A/B test and multivariate test strategies on landing pages to maximize conversions

Marketing Consultant
Intrigue Media
Dec 2013 - May 2014
- Worked with clients to understand campaign objectives for campaigns
- Developed and executed ad campaigns in multiple media
- Maintained Account Dashboard to ensure client satisfaction and identify potential upsell opportunities

Marketing Associate
Organimi Inc
Oct 2012 - Nov 2013
- Managed Product Roadmap on Trello and maintained product release timelines and beta programs
- Conducted usability testing on product, leading to a major UI overhaul of the product

AWARDS

member of
Toronto & Global Award Winning Team   2016 NASA Space Apps Challenge
Winning Team   2012 RBC the Next Great Innovator Challenge

SKILLS

- Ruby on Rails
- Javascript
- Ajax
- jQuery
- HTML
- CSS
- Version Control
- React JS
- Webpack
- MySQL
- Heroku
- SASS

EDUCATION

Web Development Bootcamp
Bitmaker

Master of Business Entrepreneurship and Technology
University of Waterloo

Bachelor of Economics
Beijing University of Business and Technology

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