SOPHIE TOWNSEND

SOFTWARE ENGINEER

CONTACT DETAIL

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SKILLS

— JavaScript, HTML, CSS
— Ruby, Sinatra
— Node.js with Express
— React
— SQL, Postgres
— Git and GitHub
— Google Analytics
— E-commerce platforms: Magento 2, Squarespace, Wordpress & WooCommerce
— Adobe Photoshop
— Figma
— Project Management

EDUCATION

Bachelor of Science | Environmental Science
2017 University of Sydney

Software Engineering Immersive
2021 General Assembly

PROFILE

I am a passionate and highly motivated software engineer adept in 360 degree problem-solving and software building from inception to completion. I have spent 5+ years creating brand experiences and implementing integrated marketing campaigns to increase brand awareness and audience engagement. I am an innovative and result-oriented leader with skills in stakeholder management, building a business ground up, marketing strategy and communications. I am currently undertaking an immersive course in Software Engineering at General Assembly to enhance technical foundations whilst developing further learning agility.

EXPERIENCE

SOFTWARE ENGINEER
General Assembly

- Completed a 12-week immersive course in Software Engineering
- Created full-stack applications using HTML, CSS, JavaScript, Ruby, Express with Node.js, and Version Control (Git and GitHub)
- Applied debugging strategies to ensure program integrity
- Integrated third-party APIs into websites and applications
- Worked via remote correspondence and learnt new methods of research, communication and collaboration
- **L-Bry: https://github.com/stow31/l-bry**
  - A web-based app for managing your books and book clubs using Google Books API. It was created using Ruby and Sinatra.
- **JGRS Portfolios: https://github.com/stow31/portfolio_app**
  - A hybrid MPA/SPA for users to create and customise their portfolios. This app was built using Javascript, HTML, CSS and Node.js with Express with a team of developers where we made use of GitHub collaborations.

TECHNICAL PROJECT MANAGER
The Daily Edited | 2016 - 2021

- Implemented new software by identifying shortcomings in processes, data and behaviour. As a result of the shortcoming, I conducted reviews of internal processes and requirements. I evaluated these against products available in the market to assist with the issue, reviewing their integration requirements and financial impact on the business. The evaluation of options were presented to the directors, to enable their decision making in support of a system. When the business progressed with the product, I was responsible for the integration, user story testing, workflow breakdowns and training plans. Examples of systems include:
  - A point-of-sale system that resulted in daily customers served to increase by 22%
  - An inventory management system that resulted in the average discrepancies during stocktake decrease by 41%
  - A loyalty program that resulted in the repeat purchase rate increase by 11%.
- Worked closely with the design team to implement creative website content including campaign and promotional landing pages using HTML, CSS and JavaScript to increase brand awareness and boost sales. When linking promotions and/or campaigns to a custom-built landing page we saw the bounce rate decreased by 15% compared to linking it to a category or home page.
- Debugged upgrades and features through systematic tests to develop and maintain quality standards. Enabling the successful deployment of 96% of all upgrades and features.
- Created standardised system of ongoing data reviews for project and promotion evaluation, using Google Analytics, Microsoft Excel and Hotjar. Enabled projects and promotions over time to be more data-driven.