

Paige Hoepfner

SOFTWARE ENGINEER

PROFESSIONAL PROFILE

Dedicated developer with a love for problem-solving, minute details, and working with a variety of technologies. When faced with a complex problem, I strive to understand the team's priorities, design a solution, then optimize workflows and create clear documentation for processes. The opportunity to combine engineering with my creative background is what excites me most, and with my strong account management background, I am highly driven and thrive under pressure.

SKILLS

- **Languages:** JavaScript, Ruby, SQL, HTML, CSS
- **Technologies:** React.js, Node.js, MongoDB, Mongoose, Express.js, PostgreSQL, Ruby on Rails, Git, Github, Airtable, Google, Figma, Whimsical, draw.io, Adobe CS6, Microsoft Office/Office 365, GSuite, Trello, Slack, Teams, macOS, Windows OS
- **Additional skills:** Account & project management, creative problem solving, organization, teamwork, mentoring, documentation creation, communication

PROJECTS

- **Finstagram:** Full stack Instagram clone, implementing a Ruby on Rails backend with RESTful JSON API and a React.js frontend, as well as full CRUD functionality
- **Tether:** Full stack electric supercar e-commerce web app created with a team of 5, using MongoDB and Express.js on the backend and React.js, JavaScript, and CSS on the frontend; full CRUD functionality implemented
- **HEADBANGER:** Music review site utilizing React.js, JavaScript, CSS, & Airtable; integrates a clear component structure, GET/POST requests, and ReactPlayer
- **Fetch:** Responsive web app integrating the PetFinder API, in which the user can browse adoptable pets. Built with HTML, CSS, & JavaScript

RELEVANT EXPERIENCE

General Assembly (Remote)

Software Engineering Fellow | Sept 2021 - Dec 2021

- Architected and built fully responsive, frontend web applications using HTML, CSS, JavaScript, React.js, and third-party API integrations
- Developed full stack applications and designed REST APIs with full CRUD functionality using React.js, JavaScript, Node.js, Express.js, MongoDB, PostgreSQL, and Ruby on Rails
- Applied knowledge of key languages and computer science concepts, including algorithms, data structures, and databases to developing high quality and maintainable code

GainShare Performance Marketing (Chicago, IL)

Account Manager | July 2020 - Sept 2021

Media Assistant | Nov 2018 - July 2020

Administrative Assistant | Nov 2017 - Nov 2018

- Led \$8M 2021 campaign resulting in a 50% decrease in cost-per-lead while total campaign spend increased
- Co-managed \$135M campaign, including handling budgets and invoices, facilitating client meetings, and creating and delivering detailed reporting
- Created dynamic invoicing stamps in Acrobat using JavaScript, eliminating the need to physically print, stamp, and scan invoices
- Led design and implementation of new invoicing and station management systems
- Onboarded new employees across roles by creating process documentation and hands-on coaching

EDUCATION

General Assembly (Remote)

Software Engineering Immersive Certificate | 2021

Indiana University - Henry Radford Hope School of Fine Arts (Bloomington, IN)

Bachelor of Fine Art in Photography, Minors in Art History and Nonprofit Management | 2011-2015

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