

SUMMARY

Results-oriented Digital Marketing Strategist & Web Developer leveraging a rigorous background in scientific research to drive data-backed decision-making. Combines technical proficiency in the MERN stack (React, Node.js, MongoDB) with expertise in Google Analytics 4 (GA4) and SEO to bridge the gap between engineering and growth. Dedicated to building scalable digital solutions and executing precision-targeted campaigns.

CORE COMPETENCIES

Frontend Development: React.js, Tailwind CSS, JavaScript (ES6+), HTML5, CSS3, Bootstrap, Responsive Design, EJS.
Backend Development: Node.js, Express.js, MongoDB, Mongoose, RESTful APIs, Passport.js (Auth).
Digital Marketing: Google Analytics 4 (GA4), SEO (On-page/Technical), Google Ads, Email Strategy, A/B Testing.
Tools: Git, GitHub, VS Code, Postman, Google Search Console, Terminal, Cloud Deployment (Render).

FEATURED PROJECTS

- “Plates & Places” Blog Project** | *Content Platform & SEO Experiment* | [GitHub Repo](#)
- Developed a dynamic blogging engine utilizing **Node.js** for backend routing and **Tailwind CSS** for a responsive, mobile-first reading experience.
 - Executed a data-driven content strategy by performing keyword research and implementing on-page **SEO** best practices (meta tags, schema markup) to drive organic traffic.
 - Configured **Google Analytics 4 (GA4)** to track user acquisition flows and engagement metrics, analyzing data to optimize affiliate link placement and conversion rates.
- Personal Portfolio Website** | *Full-stack responsive web application showcasing technical projects*
- Developed a custom full-stack application from scratch using **Node.js, Express, and Tailwind CSS**, prioritizing clean architecture and mobile responsiveness.
 - Hardened application security by implementing robust **input sanitization** to prevent cross-site scripting (XSS) and integrated **GA4** for real-time traffic monitoring.
- YelpCamp** | *Capstone project for The Web Developer Bootcamp 2025 (Udemy)* | [GitHub Repo](#)
- Engineered a full-stack RESTful application using **Node.js, Express, and MongoDB**, implementing complete CRUD functionality for user-generated reviews.
 - Implemented robust authentication and authorization using **Passport.js** and custom middleware to secure user sessions and restrict permissions based on roles.
 - Integrated **Mapbox API** for interactive geospatial data visualization and **Cloudinary** for optimized cloud-based image storage to enhance performance.

EDUCATION & CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate	Coursera	2025
The Web Developer Bootcamp 2025	Udemy	2023 - 2025
Bachelor of Arts, Chemistry & Biology	St. Olaf College, MN	May 2018

WORK EXPERIENCE

- Independent Professional Development & Sabbatical** | *Amsterdam, Netherlands* Nov 2022 – Present
- Technical Upskilling: Dedicated full-time focus to transitioning careers, completing 300+ hours of Full-Stack Development and Digital Marketing training (2023–2025).
 - Relocation & Management: Managed complex logistics for international moves (Vietnam → Netherlands) and oversaw a major home renovation project, managing budgets, timelines, and contractors.
- Business Co-owner** | Tare Hanoi Store | *Hanoi, Vietnam* Nov 2020 - Nov 2022
- Directed operations, bookkeeping, and inventory; executed marketing strategies to drive customer acquisition.
- Staff Research Associate** | University of California, Berkeley | *Berkeley, CA* Sep 2018 - Oct 2020
- Executed sequencing library generation (DNA-seq, RNA-seq) and quality control; analyzed data and optimized protocols to troubleshoot technical issues for client deliverables.