

## 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.