

# Victoria Kanicka

## Full Stack Software Engineer

Austin, TX | (512) 745-9839 | vkanicka@gmail.com | [GitHub](#) | [Portfolio](#) | [LinkedIn](#)

I am an innovative, creative leader in full-stack software development. My visionary style radiates impact through my ideas, efficient automation and aesthetically polished user interfaces. I have a well-balanced background in marketing, business, tech, sales, non-profit, data and analytics; consequently, am highly skilled in data visualization and storytelling. I code applications to help make others' lives a little more simple, purposeful and satisfying.

### SKILLS

- Programming Languages: Javascript, Python, SQL, CSS, HTML, Visual Basic for Applications
- Frameworks: React, Express, jQuery, Flask, Node.js
- Databases: MongoDB, PostgreSQL, SQLite, IBM DB2
- Tools: Git, Github, Node.js, Agile project management, Heroku

### EXPERIENCE

#### Software Engineering Immersive | General Assembly | Remote | December 2020 - June 2021

Successfully completed 420+ hours of expert-led instruction in Javascript, React, Express, Flask, Python, mongoDB, SQLite, PostgreSQL, and hands-on learning of software development and computer science fundamentals, algorithms, data structures and design patterns. Developed projects, including:

- [Life Simulation Game](#): Javascript, jQuery, HTML, CSS, HTML
- [Cognitive Reframing](#): Javascript, Express, EJS, MongoDB, Mongoose
- [Pixel Progress](#): Collaborated with a partner using agile methodology. Express React API
- [my Mental Health Trainer](#): Python, Flask, React, Semantic UI, Peewee, PostgreSQL, Javascript

#### Marketing Analytics Strategist and Developer | IBM | Austin, TX | May 2018 - Present

- Coded a global campaign performance dashboard (Python, SQL and Tableau) with 35M data points and 392 possible views, which was rolled out across BU and all geos WW. Presented it twelve times, inc. to Michelle Peluso. CHQ considered rolling out IBM-wide. Nominated for innovation award and Michelle Peluso's CMO award. 3 Manager's Choice awards. 8 BluePoints awards.
- Provided campaign team with 125 actionable data-driven recommendations in six months (50%strategic/50% operational). One insight saved 630 opportunities that would have been lost.
- As an auto-didactic SME, led three presentations (entire BU, a paid media vendor and analytics team) on data visualization and storytelling best practices with overwhelmingly positive feedback.

#### Quality Assurance | Web.com | Austin, TX | September 2015 - May 2018

- Designed and programmed user interfaces (Python, SQL and Visual Basic for Applications) for a team to run reporting projects in 29 hours per year (93% savings from original 444 hours per year).
- Significant reporting accuracy gains which uncovered and corrected a sales rep bonus payout error rate of up to 23%.

#### Senior Marketing Performance Analyst | Yodle | Austin, TX | May 2014 - August 2015

- Performance Powerhouse Award for initiating process automation, auditing tools and successful A/B test

### EDUCATION

#### General Assembly | Software Engineering Immersive | Remote | 2021

#### Advertising Bachelor of Science + Business Foundations | University of Texas at Austin | Austin, TX | 2011