ZAHRA KHAN

Software Engineer | Web Developer

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SUMMARY

I am a creative and communicative Software Engineer with a background in Digital Marketing & Communications. I'm passionate about programming applications and products that directly impact the consumer's day-to-day lives.

EXPERIENCE

Software Engineering Fellow
May 2020—August 2020
General Assembly

- Participated in 500+ hours of applied training in software engineering and web development concepts where I expanded my technical knowledge focusing on frontend and backend development.
- Developed 4 interactive web applications using HTML/CSS, JavaScript, React, Git & Github, Ruby, Rails and RESTful API integration.
- Worked with UX designers and led a team of software engineers in the creation of a full-stack web application.

Digital Marketing & Account Manager
May 2019—May 2020
Big Drop, Inc (Web Design & Marketing Startup)

- Developed and maintained key relationships with clients to achieve high-client retention rates within the marketing department, increasing revenue retention by 150% while managing a $1M book of business.
- Leveraged HTML, CSS and JavaScript to produce email marketing campaigns using Marketo and SendGrid to deploy blasts.
- Wrote and reviewed technical documentation to convert business needs to actionable deliverables for Software Engineering and Product Teams.
  Book of clients include Crook & Marker, Kissaki, Moroccanoil, Optimum, GroupM, The Ocean Cleanup, a4 Media, Kissaki, Citi, Northwell Health, Medacist.

Event Marketing Manager
March 2016—May 2019
TAO Group (Madison Square Garden Entertainment Corp.)

- Leveraged HTML & CSS to develop strategic email marketing campaigns to increase event attendance and sales for over 25+ clients.
- Created digital marketing collateral to advertise special events to over 3,000+ recipients.
- Generated over $429,000 worth of sales in the special events department by building and maintaining positive business relationships with key clients and partners as well as having the ability to identify new prospects.
  Book of clients/events include HBO (The Deuce Wrap Party), MTV, Jennifer Lopez VMA's After Party, Victoria's Secret Fashion Show After Party, Betches Media, Jerry Seinfeld, Orange Theory, Peloton, MongoDB, NFL, The Knicks, Rangers, etc.

Editorial Marketing Assistant, Branded Content
April 2015—May 2016
Clique

- Increased the number of views and "likes" on published articles by promoting via Instagram, Facebook, Twitter, Snapchat, Pinterest, Tumblr, and LinkedIn.
- Collaborated on social media campaigns and brand partnerships with Clinique, Neutrogena, Clean & Clear, Palmers, and Nordstrom.
- Composed and edited 25-30 articles per week, ensuring all standards set by the CollegeFashionista brand were met.

EDUCATION

Baruch College
Bachelor of Arts
Corporate Communications
Internships: Clique Media Group, Elizabeth Arden, Ermenegildo Zegna, Ralph Lauren, BPMW Agency
New York, NY

General Assembly
Certificate of Completion
Software Engineering Immersive
New York, NY

SKILLS

Programming Languages
HTML5, CSS3, JavaScript, TypeScript, Ruby on Rails

Libraries, Frameworks & Databases
React, Node.js, jQuery, AngularJS, Express.js, Styled Components, D3, PostgreSQL, MongoDB, Bootstrap

Tools
Git & Github, Netlify, Heroku, Surge, MailChimp, Facebook Business Manager, Google Analytics

Design
Adobe XD, InDesign, Photoshop, Lightroom, Figma, Zeplin

PROJECTS

HOUSE OF PLANTS
A web application built from scratch that allows users to store and keep track of their plants. The project is built using React, Node.js, Rails, PostgreSQL, and Styled Components.

WASTE WATCHERS
A mobile and web application that provides a solution to recycling by tracking what and how often users recycle with a reward system. The project is built on React, Node.js, MongoDB, Express.js, D3, and Styled Components.

SPOOK FORK LAVENDER
A web application that finds restaurants in New York City based on the cuisine type. This project is built on React, Node.js, and CSS3. It utilizes the Weather API and the Yelp Fusion API.