

SKILLS *JavaScript, Python, React, Flask, Redux, NodeJS, ExpressJS, SQL, SQLAlchemy, CSS, HTML5, Git*

PROJECTS

Clarity | Messaging Webapp | (*React / Redux, Flask / SQLAlchemy, WebSockets*)

[live](#) | [github](#)

- Organized and styled layout and interaction effects on messaging app to make navigation intuitive and functional.
- Integrated websockets to allow for live communication and updates between users.
- Designed and implemented database schema; created with extensibility to streamline future implementation of workspaces, additional channel types, and integration with AWS.
- Built front & backend logic to validate authorized/unauthorized requests made by users.

Snapr | Photosharing Webapp | (*React / Redux, Flask / SQLAlchemy, AWS, Render*)

[live](#) | [github](#)

- Collaborated with team members to determine app features, user stories, and minimum viable product priorities.
- Assisted team members in troubleshooting and debugging react render issues before deployment to production.
- Integrated AWS s3 bucket to store user uploaded images in cloud storage.
- Designed schema and implemented subsequent models in Flask.

TreeBnb | Crowdsourcing Rental Property Webapp | (*ExpressJS, Render, Google Maps API*)

[live](#) | [github](#)

- Integrated Google Maps Platform API to implement location based search to create an intuitive user experience.
- Styled layout and interaction effects across webapp to mirror core UX and functionality of target website.
- Utilized ExpressJS to build a Node backend API with prebuilt extensibility for upcoming booking and search features

EXPERIENCE

Revenue Operations Analyst

Psomagen

May 2021 - August 2022

- Designed and implemented form, lead, and task handling automation in Hubspot CRM; reduced average sales response time by 92% while enabling sales team with improved prospect info.
- Collaborated with leadership to design KPI dashboards and implemented necessary automation to improve visibility into Sales and Marketing operations.
- Restructured Hubspot CRM backend; revised contact schema and data automation/flow and established best practices. Reduced employee-hours spent on regular reports by approx. 80% while improving accuracy, quality, and resilience.
- Strategized with sales, commercial, and marketing leadership to design our first customer journey view. Subsequent targeting & ad adjustments improved spend efficiency by 86% and end-to-end conversion rate by 54%.
- Executed proposed CSS template updates to company website

Junior Market Analyst

Soul Marketing LTD

April 2020 - May 2021

- Performed and presented market research on SEO landscape; provided context & recommendations during weekly reports on industry forecasts, KPIs, and competitors.
- Designed and deployed e-commerce website for client company. Contributed to 24% increase over expected revenue in 3 months of web launch.
- Proposed and executed project to automate recurring weekly manual client inventory database updates with python web-scraper; Saved team 80 work-hours per month, increased update frequency and removed human error.

EDUCATION

University of Maryland - *BS Marketing, 2015-2019*

AppAcademy - This will be a brief sentence about a/A 2023