

SUMMARY

Software engineer with experience building full-stack applications. Demonstrated experience gathering requirements, working multi-functionally across teams, and troubleshooting / solving issues with coding solutions. Proven experience building tools and automating processes to increase team productivity.

EMPLOYMENT

WPROMOTE DIGITAL MARKETING AGENCY

Analytics Engineer

Austin, TX
Oct. 2022 to Current

- Researched, and architected large-scale data collection foundations that fueled highly successful advertising campaigns with up to 125% return on ad spend
- Documented, implemented, and sustained multi-component internal tools, written in Javascript and Python, that decreased manual auditing time by 95%
- Implemented optimization for auditing tool built with Javascript and AppScript that increased efficiency 7X
- Stayed up to date on Privacy laws and legislation (CCPA, GDPR, etc) and acted as subject matter expert on consent platform implementation.
- Collaborated with stakeholders to identify key performance indicators and implement tracking technologies to accurately measure those indicators

Junior Analytics Engineer

Austin, TX
Oct. 2021 to Oct. 2022

- Wrote technical documentation that allowed client developer teams to implement solutions to data collection issues
- Implemented small-scale data collection solutions that fueled various types of marketing campaigns
- Rapidly learned and implemented data collection platforms for clients across numerous lines of business

PROJECTS

ADOBE LAUNCH AUDIT (ENTERPRISE CLIENT)

Jan. 2023 to Mar. 2023

Full Audit of client's data collection implementation that spanned 5 separate e-commerce funnels and 3 separate Adobe launch properties

- Mapped out all advertising platforms firing on the site
- Verified 100+ marketing pixels and notated all variables defined in them
- Collated all of the information into a highly detailed presentation with recommendations on improvements and issues ranked from low to high priority
- Successfully presented the information to client stakeholders which resulted in improving client relations along with implementing recommendations

GOOGLE ANALYTICS INTERNAL AUDIT TOOL

Jan. 2022 to Apr. 2022

Audit tool that pulled information from Google Analytics accounts and reduced time spent on audits by 95%

- Designed interface for inputting Google Analytics account information with Google Sheets.
- Utilized Google Analytics Reporting & Management APIs to pull information from multiple accounts.
- Analyzed reporting data to highlight inefficiencies and possible improvements in account configuration.
- Implemented quota monitoring module that increased run speed by 7x

CRAFT BEER SOCIAL MEDIA (BEERVANA)

Feb. 2020 to Mar. 2020

Full-stack application of a social media website for craft beer lovers.

- Designed database schemas with Postgresql including over 7,000 data points
- Created back-end RESTful API with Node.js and Express
- Utilized Heroku and Surge for deployment: <http://beervana.surge.sh>

SKILLS

LANGUAGES: Python, Javascript, SQL, CSS, HTML

FRAMEWORKS AND LIBRARIES: Express.js, Node.js, Flask, JQuery, Bootstrap, App Script, React

TOOLS: Git, Postgresql, Axios, Jinja, VSCode, Heroku, Surge, Chrome Dev Tools, Google Tag Manger, Segment, Google Analytics, Asana, Confluence, Google Cloud Platform, Adobe Launch (Tags)

TESTS: Jasmine, Jest, Python Unit Test, Supertest, Postman, Insomnia

EDUCATION

Springboard Software Engineering Career Track

Apr. 2020 to Mar. 2021

Certification

9-month intensive course in Software Engineering methodologies and technologies

Texas A&M University at Corpus Christi

Jan. 2016 to Aug. 2018

M.S. Clinical Mental Health Counseling 2018