

Dawa Sherpa

Web Developer

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+ summary

I'm a techie with a business mindset. Prior to web development, I managed paid social campaigns at ad-tech companies. As a web developer, I enjoy building performant and beautiful web experiences with JavaScript, React, Redux, and Node. I look forward to combining my business background and technical skills in my next role.

+ projects

Jobfill Chrome Extension ([github link](#))

Built Chrome extension to allow user to save application information in extension popup. Extension then autofills job applications from saved user information on popular job sites like Greenhouse, and Jobvite.

HTML, CSS, JavaScript, jQuery

Facebook Events Finder ([demo link](#))

Help users easily find upcoming events for pages that they have liked as well as view recent posts of their liked pages.

Node, Express, and jQuery.

+ experience

Web Development Immersive

General Assembly

Sep 2016 to Dec 2016

- Used HTML and CSS, Javascript to build web pages; designed, developed and implemented full stack web applications using modern frameworks like React.js
- Created shooting game using jQuery, and vanilla JavaScript to implement movement logic as well as collision detection and movement logic. Used HTML & CSS for front end styling
- Built Node app using Express and Google Maps API to render map with Street View capabilities.

Media Manager

Adaptly

May 2015 to Nov 2015

- Deployed and optimized campaigns across Facebook, Twitter, and Pinterest via native API tools and Adaptly platform
- Worked with Customer Success team to create campaign strategy pre-launch strategy and provide post-campaign reporting insights
- Worked closely with Product team to identify and solve bugs in Adaptly platform
- Used Excel VBA to update and maintain reporting templates and cut reporting time in half for a major client

Campaign Specialist, Paid Social Facebook Advertising

Vivaki

Jun 2014 to Dec 2014

Account: Proctor & Gamble

- Setup, and optimized month long \$100k campaign for Always Demi and provide recommendations to decrease CPM 50% while maintaining steady CPLC
- Created offshore process for campaign optimizations to reduce data entry on team from 3hrs to 30 min.
- Analyzed data from Facebook Marketing Partner 4C to create advertising keyword recommendations for targeting

CEO, Marketing Consultant

YourSiteMaker.com

2012 to 2014

- Created and maintained websites for a dozen small business owners
- Launched social and local online marketing initiatives for clients to increase their web presence
- Engaged in door to door sales to find new clients

+ skills

TECHNICAL

JavaScript, React.js, MongoDB, SQL, Node.js, jQuery, HTML, CSS, Webpack, Gulp, Yarn, Git, Chrome Developer Tools, AJAX, noSQL, REST APIs, Ruby, Bootstrap, Jest, heroku, github

MARKETING

Facebook Advertising, Adobe Omniture, ComScore, Google Analytics, Excel VBA

+ education

Launch School

Completed curriculum on Ruby web programming

Baruch College

BBA Digital Marketing

Minor: Political Science

+ hackathons

1st Place: Columbia University Hackathon

Led team of 2 UX designers and 3 developers to win first place for our project to map leaked user location data and raise awareness for greater user privacy protections

JavaScript, Google Maps API, SQL, HTML, CSS, jQuery

Honorable Mention: IBM Watson Workspaces Hackathon

Developed prototype chatbot for IBM's messaging system, Workspaces. Chatbot used Watson sentiment analysis of employee conversations to deliver uplifting gifs if employees were feeling negative according to their messages. The primary goal of the app is to improve employee retention by focusing on employee well being.

Node.js, AJAX, Giphy API