

# Monica Powell

<http://aboutmonica.com> | [Monica@AboutMonica.com](mailto:Monica@AboutMonica.com) | 301-538-8180

## EDUCATION

### COLUMBIA UNIVERSITY

BA in Psychology with distinction  
May 2016 | New York, NY  
Barnard College  
Honors: Dean's List, Senior Marshal and  
Barnard Bold Award  
GPA: 3.62

Certification of Professional  
Achievement in Data Practices  
September 2016 | New York, NY  
Columbia Journalism School  
Lede Program for Data Journalism  
Primary Languages: Python and SQL

## LINKS

[github.com/m0nica](https://github.com/m0nica)  
[linkedin.com/in/monicampowell](https://www.linkedin.com/in/monicampowell)  
<http://datalogues.com/>

## SKILLS

### PROGRAMMING

HTML5 • CSS • SQL • Python  
(Jupyter/IPython Notebooks, Pandas,  
Pelican, Beautiful Soup) JavaScript •  
Jekyll • Embedded Ruby • Java

### SOFTWARE

• MailChimp • Google Analytics •  
Microsoft Excel • Jira • ZenDesk •  
Command line • Git

### DESIGN

Prototyping • Sketch • Adobe Photoshop

## COURSEWORK

- Programming for Behavioral Scientists  
(Processing + Matlab)
- Data Analysis Studio (Python +  
GIS/QGIS)
- Data Structures in Java
- Data Visualization (D3, R)
- Programming Languages Web  
Development I and II (MEAN stack)
- Algorithms (Python)
- Data and Databases (SQL)

## EXPERIENCE

### MEETUP | Full Stack Software Engineer

September 2018 - Present | New York, NY

June 2018 - August 2018 | Full Stack Software Engineering Intern

- Contribute to the Meetups at WeWork engineering team to build a product to enable Meetup organizers to book WeWork space on Meetup.com.

### JOPWELL | Email Marketing Manager and Customer Experience Specialist

May 2017 - June 2018 | New York, NY

May 2016 - May 2017 | Content Analyst and Customer Experience Specialist

February 2016 - May 2016 | UX/Marketing Intern

- Manage full production cycle of site-wide CAN-SPAM compliant HTML marketing e-mails from ideation to coding to QA-ing to scheduling and reporting.
- Provide data-driven product enhancement recommendations based on trends from aggregated support tickets
- Streamlined Customer Experience processes which eliminated backlog and decreased the average response time by 15.6 hours
- Overhauled a weekly e-mail campaign and segmentation which increased average open rate by 58% and Net Promoter Score by 25%
- Maintain company-wide reports utilizing Excel, Google Analytics, SQL queries and PowerPoint to track user engagement and marketing KPIs
- Implemented new designs and optimized copy on Jopwell's two main websites using HTML/CSS, JavaScript and Embedded Ruby (ERB)

### ATHENA DIGITAL DESIGN | Co-Founder and Web Developer

December 2013 - May 2016 | New York, NY

- Co-founded the client-facing, web development agency which consisted of 45 developers who were trained in-house
- Spearheaded recruitment with guerilla marketing tactics leading to a consistent 50% increase in students enrolled in our web development courses

### EMERGING LEADERS IN TECHNOLOGY | Teaching Assistant

February 2015 - May 2015 | New York, NY

- Assisted 3 middle school classes with understanding coding as it relates to real life by teaching HTML/CSS and MIT's Scratch

## AWARDS

Grow With Google Challenge 2018 Scholarship Recipient - accepted into the intermediate web development track of 3-month Grow With Google challenge.

O'Reilly Software Architecture Conference 2017 Scholarship Recipient - fully funded to attend O'Reilly Media's Software Architecture Conference in New York in April 2017.

GIRLBOSS 2015 Grant Recipient - awarded a grant from the GIRLBOSS foundation which provides support for women pursuing creative entrepreneurial endeavors.

Grace Hopper 2015 Scholarship Recipient - fully funded to attend the Grace Hopper Conference 2015 by Columbia University's Women in Computer Science Society based on my involvement on campus.