

Elise Ngo

Web Developer + Digital Marketer

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Web Developer + Digital Marketer with 4+ years of experience leading digital projects in fast-paced environments. Committed to creating impactful web solutions that enhance design, usability, and conversion rates for clients.

PROFESSIONAL EXPERIENCE

Lead Web Developer, Instaboo Media August 2024 – Present

- Developed web pages for 20+ diverse clients, applying conversion-focused design to drive lead generation
- Led SEO and site performance initiatives, increasing organic traffic by 580% and facilitating online bookings
- Managed client databases and automated outreach for efficient lead nurturing using CRM programs
- Integrated Google Tag Manager for conversion tracking, optimizing Google Ads strategies with data-driven insights
- Provided software architecture recommendations and product demos, aligning technical solutions with client needs

Software Engineer, Hack for LA December 2023 – September 2024

- Managed website updates to keep project details current, facilitating accurate information access
- Reviewed pull requests, offering constructive feedback and ensuring UI integrity through Docker testing
- Utilized GitHub for task-tracking and efficient collaboration on large-scale projects with 2000+ contributors
- Improved onboarding documentation to aid new members in making their first contributions

Frontend Engineer Intern, Foqal October 2023 – November 2023

- Collaborated on a 50,000-line codebase, using TypeScript for code quality and GraphQL for efficient data retrieval
- Built and styled key interface components using React, SASS, and Bootstrap, elevating UX/UI for improved navigation
- Identified and resolved UI bugs, providing timely support and solutions to ensure client satisfaction
- Clarified technical details to non-technical stakeholders, facilitating collaborative and informed decision-making

Web Developer, Alchemy Systems September 2022 – September 2023

- Crafted visually-compelling web designs in Figma, aligning with project requirements and brand identity
- Translated designs into functional interfaces using HTML, CSS, and JavaScript, amplifying brand presence and value
- Implemented WCAG standards to advance web accessibility and deliver inclusive digital experiences
- Employed Chrome DevTools to debug code and ensure seamless UI functionality across desktop and mobile devices

Marketing Manager, NK Agency September 2021 – September 2022

- Directed organic social media strategy and content calendar creation to drive consistent engagement and growth
- Produced valuable, engaging, and informative marketing assets including social media posts, graphics, and flyers
- Launched viral videos and strategic partnerships, resulting in 122% follower growth and 1,986% engagement boost

EDUCATION

Certificate in Full Stack Web Development, Rithm School

Certificate in Social Media Strategy, Orange Coast College

Bachelor of Arts in English, California State University, Long Beach

SKILLS

Languages – JavaScript/TypeScript, Python, HTML, CSS, SQL, GraphQL

Frameworks / Libraries – React, Express.js, p5.js, Flask, Jest, Bootstrap, Tailwind CSS

Other Tools – Node.js, AWS, Firebase, Postman, Docker, GitHub, WordPress, Shopify, Figma, Adobe Creative Cloud