Sarah Santa Cruz

Full Stack Developer, Austin TX

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SKILLS

- JavaScript, CSS, SCSS, HTML, React, jQuery
- Node.js, Express.js, Python, Web Scraping, PostgreSQL, Angular, AJAX, APIs, Webpack, Git
- Martech - A/B Test Development, Adobe Target, Optimizely, Kameleoon, Conductrics, Adobe Analytics
- Leadership, teaching/training, management, interviews/hiring, experimentation strategy
- For fun - bash scripting, exploring Linux, JavaScript Web Audio API

WORK EXPERIENCE

Brooks Bell - Raleigh, NC / Remote (Jan 2022 - June 2024)

Principal Optimization Engineer & Team Lead (July '23 - June '24), **Senior Optimization Engineer** (Jan '22 - July '23)

- Write JavaScript, HTML, CSS/SCSS code for experiments expert level DOM manipulation
- Set up experiments in tools such as Adobe Target for a variety of large enterprise clients, including A/B tests, personalizations, and more
- Worked on sites built with React.js and other SPA frameworks
- Advise on feasibility and level of effort
- Manage and update internal build tool - Node.js, bash scripting, Webpack, APIs, Git
- Code reviews, mentor and advocate for engineering team, hours/allocation analysis
- Tool implementation advisement, technical consulting
- Work with analysts to ensure proper tracking code execution
- AI personalization monitoring, performance analysis, strategy and recommendations

Search Discovery (now Further) - **Optimization Engineer** - Atlanta, GA / Remote (Apr 2021 - Jan 2022)

- Set up experiments in tools such as Adobe Target and Conductrics for a variety of large enterprise clients
- Write JavaScript, HTML, CSS code for experiments, expert level DOM manipulation
- Worked on sites built with React.js and other SPA frameworks, Node.js
- Write tracking code in tools such as Adobe Launch
- Experimentation and analytics engineering consulting

Clearhead/Accenture - Front End Engineer - Austin, TX (Aug 2018 - Apr 2021)

- Front End Development - JavaScript, HTML, CSS, SASS, React.js, Node.js, jQuery, Webpack, Git, QA
- A/B test setup and code in a variety of tools for large enterprise clients, such as Adobe Target, Optimizely, Google Optimize, and Kameleoon w/JavaScript, HTML, CSS/SCSS, Git, Webpack, expert level DOM manipulation

Vessel - Full Stack Developer (**Contract/Hourly/Part-Time**) - TX / Remote (2018 - 2020)

- JavaScript, Angular, Node.js, TypeScript, HTML, CSS, LESS
- Worked across the stack for a startup that offered video-based maps for content creators

OTHER WORK EXPERIENCE

High School Band Director - TX (2009 - 2018)　　　　**Music Composition** - TX / Remote (2004 - Present)

FEATURED PROJECTS

Percussion Ensemble Database
- A full stack application that scrapes music publishers' websites, sends data to a database, and then makes the data available on a searchable/sortable full-stack web app
- Back End and Database - Node.js, Express.js, PostgreSQL
- Front End - React, JavaScript, HTML, CSS, Sass
- Web Scrapers - Python
- Hosted Web App

Free Online Metronome
- An online metronome for musicians with a wide tempo range, multiple subdivision options and beat patterns
- Built with Vanilla JavaScript, HTML, CSS, Webpack, JavaScript Web Audio API
- Github
- Hosted Web App

EDUCATION

Bloc - Full Stack Bootcamp (March 2017 - March 2018)　　**University of North Texas** - Bachelor of Music (May 2009)

VOLUNTEER EXPERIENCES, HOBBIES, INTERESTS

- **Unity Park Community Garden - Garden Manager** (**Volunteer**) - Round Rock, TX
- **Music** - Teaching, composing, arranging
- **Outdoor Activities** - Walking/hiking, biking, rollerblading
- **Travel** - Traveled to 16 countries, most U.S. States
- **Animals** - Owner of 3 cats and 2 dogs