



DEIRDRE MASSARO

DEIRDREMASSARO.COM

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(781) 576-9955

EDUCATION

NORTHEASTERN UNIVERSITY | SEPTEMBER 2012 - MAY 2017

BOSTON, MA | GPA 3.7

Bachelor of Science in Interactive Media alongside
Business Administration with a minor in Computer Science

JOHN CABOT UNIVERSITY | JANUARY 2015 - MAY 2015

ROME, ITALY | STUDY ABROAD

EXPERIENCE

CROWD COW | UI ENGINEER

JANUARY 2019 - PRESENT | SEATTLE, WA

- Involved in the development of UI features from design to delivery using Ruby on Rails, Vue, JavaScript, HTML, and CSS.
- Applied software engineering skills to create tools to enable the marketing team to build web products.
- Assisted with development and redesign of ecommerce website to build out a more attractive and intuitive interfaces that delight customers.

LEAFLY | SOFTWARE ENGINEER

DECEMBER 2017 - JANUARY 2019 | SEATTLE, WA

- Developed single page React applications to migrate over from our large monolithic .NET public-facing website.
- Worked with engineering team to support and evolve Leafly.com with server side, API, and client side development.
- Assisted with development of the first legal cannabis pickup web application using React, CSS, HTML, JavaScript, Webpack, Node.js, JSON, and Redux.
- Collaborated with product and design team to establish a standard page layout grid for pixel-perfect mobile and desktop web experiences.

DIGITALCHEMY, LLC | UX SPECIALIST

JULY 2017 - DECEMBER 2017 | SEATTLE, WA

- Drove ASO globally for several category-leading utility and lifestyle apps by facilitating app improvements to increase user acquisition and retention.
- Analyzed app store data from Apple App Store and Google Play Store to generate reports, optimize keywords conversion and increase discoverability.
- Managed the progress and analyzed the iterations of experiments.

AMAZON WEB SERVICES | DIGITAL MARKETER AND DEVELOPER

JULY 2016 - DECEMBER 2016 | SEATTLE, WA

- Built over thirty effective landing pages for major AWS events, performed A/B tests to drive higher conversion rates, conducted a competitive analysis of other B2B companies and created reports on my findings and research.
- Provided assistance with email campaigns, offered general code support for email template builds, and Marketo landing pages.
- Designed, produced, and tested HTML and CSS mail assets that functioned across a number of platforms and email clients.

ROCKET INTERNET | FRONT-END DEVELOPER AND DIGITAL MARKETER

JUNE 2015 - DECEMBER 2015 | BERLIN, GERMANY

- Responsible for front-end development of various projects including site management for various clients, mobile app development, design of web pages, and HTML/CSS/Javascript buildkits.
- Created press releases, website content, brand and campaign concepts, advertisements, blogs and social media channels.
- Coordinated and executed multi-country marketing campaigns with clients across +100 markets around the world.

PLYMOUTH ROCK ASSURANCE | CLAIMS TECHNICIAN

JULY 2014 - JANUARY 2015 | BOSTON, MA

- Processed Personal Injury Protection Applications, calculated claims amounts, and made payments to providers, insured's and claimants.
- Conducted extensive market research to evaluate potential prospects.

COMPUTER SKILLS

LANGUAGES, LIBRARIES & FRAMEWORKS

HTML

CSS

JavaScript

React

NextJS

Redux

jQuery

SQL

Bootstrap

APPLICATIONS

Docker

Postgres

Git

JIRA

Adobe Creative Suite

Zepplin

InVision

Optimizely

Excel

Drupal

WordPress

Salesforce

Marketo

Google Analytics

SplitMetrics

VWO

REFERENCES

Michael Barrett | Lead
Software Engineer at Leafly
(503) 381-1220

Kayleigh O'Hara | Lead
Software Engineer at Leafly
kayleigh.ohara@leafly.com

Jason Tartaglia | Lead
Software Engineer at Leafly
jason.tartaglia@leafly.com

Majid Burney | Principal
Software Engineer at Leafly
majid.burney@leafly.com

Aidan Hughes | CEO
at Digitalchemy
(425) 785-9946

Mishi Schueller | Digital
Marketing Manager at Amazon
mishis@amazon.com

Nils Seger | Co-Founder at RCKT.
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Steve Scamihorn | Senior
Manager at Amazon
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