

JOEL JIMENEZ

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EDUCATION

Cal State University Dominguez Hills

Bachelor of Science Computer Science

May 2014

Carson, CA

EXPERIENCE

Nexstar Digital

Software Engineer

Feb. 2017 – Present

Playa Vista, CA

- **User Interface Development:** Spearheaded the creation of a user-friendly interface using AngularJS, enabling campaign managers to efficiently generate performance reports and monitor campaign progress.
- **Scoring Algorithm:** Designed and implemented a proprietary scoring algorithm, leveraging 1st party data, to rank high-performing audience segments and domains. This innovation optimized budget allocation for improved campaign performance.
- **Machine Learning Collaboration:** Collaborated with data scientists to develop machine learning ad targeting models based on web page content, reducing reliance on user data. Utilized Python for these projects.
- **Budget Allocation:** Strategically allocated millions of dollars in campaign budgets, employing in-house machine learning algorithms.

Dedicated Media

Software Developer

Nov. 2015 – Feb. 2017

El Segundo, CA

- **Microservice Development:** Created a suite of microservices that efficiently imported data from various 3rd party APIs. Utilized GitLab for version control, ensuring seamless collaboration.
- **Database Management:** Deployed and maintained PostgreSQL tables and back-end code, processing thousands of records daily from multiple servers.

SKILLS

- **Programming Languages:** Python, JavaScript, SQL, HTML/CSS, Bash
- **Tools:** Linux, Git, Docker
- **Frameworks:** AngularJS, VueJS, NodeJS
- **Cloud Services:** AWS (S3, Lambda, Redshift, DynamoDB, EC2)

PROJECTS

Concert Finder

AWS Lambda, AWS Alexa

Concert.joeljimenez.com

An Amazon Alexa skill that leverages a 3rd party API to search for concerts by artist or location.

Workout Tracker

VueJS, AWS S3, AWS API Gateway

Lifts.joeljimenez.com

Developed a web application using VueJS, AWS S3, and NodeJS to define workouts and track progress.

Budget App (In Progress)

ReactJS, AWS EC2

Budget.joeljimenez.com

Ongoing project to create a web app and a set of API endpoints for organizing and creating budgets.

Incorporates charts and tables for visualization.