JANET LAWTON

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PROFESSIONAL SUMMARY

Full Stack Software Engineer with experience in Claude Code, TypeScript, React.js, CSS, and Python. Passionate problem-solver, skilled at working collaboratively and cross functionally. Adept at managing end-to-end deployment pipeline including environment variables, dependency management, and port configuration. Skilled at tracking and prioritizing needs while maintaining clear workflows from ideation to shipped product.

TECHNOLOGIES

Front End: React.js, TypeScript, HTML/CSS, JavaScript, Java
Backend: Node.js, SQL, Mongo.DB, Python
Tools: ClaudeCode, Git, GitHub Copilot, VS Code, Postman, AWS, JIRA, Discord,MS Office, MacOS
Cloud: AWS, SaaS, Google Cloud, MS Azure

CERTIFICATIONS

AI Fluency & Framework, Anthropic

Claude Code In Action, Anthropic

SCRUMStudy SFC, Scrum Fundamentals

PROFESSIONAL EXPERIENCE

Coral Leaf

Full Stack Software Engineer (Remote, Global) **August 2024 - Present**

- Direct AI-assisted builds in a cloud environment. Led iterative design reviews to refine project scope and schema, provide hands-on execution of terminal commands, testing, and debugging
- Design relational database schema with tables, foreign keys, constraints, queries and aggregate functions, API calls, database seeding and migration.Implemented try/catch blocks on every API route to handle database failures gracefully
- Evaluate third-party integration security tradeoffs (transactional email APIs vs. raw SMTP) for reliability and deliverability
- Build and test RESTful API with input validation, error handling, and business-rule enforcement
- Define falsifiable, checkpoint-based acceptance criteria for each development phase, including regression checks to catch functionality that breaks as new work is added

Marketing Technologist (Remote, Global) **January 2019 - August 2024**

- Implemented cloud-based solutions for data storage and processing, enhanced scalability, and performance of marketing operations
- Optimized marketing tech stacks, including Salesforce, Google Analytics, and HubSpot, ensuring seamless integration and data flow
- Collaborated with cross-functional teams to integrate marketing technologies with CRM systems, improving lead management and tracking, resulting in a 40% increase in revenue
- Analyzed marketing data to provide actionable recommendations, demonstrating effective problem-solving skills

STEM ENRG

Full Stack Software Engineer Apprentice (Remote, Cross Time-Zones) **January 2023 - July 2023**

- Collaborated with cross-functional teams to design and implement scalable, responsive websites using HTML, CSS, and Javascript
- Leveraged Git for version control, ensuring proper branching, merging, and conflict resolution
- Developed resilient, high-performing web applications that supported and streamlined processes for development team

Techfleet (Philanthropy)

Software Engineer (Remote, Global) **October 2023 - Present**

- Design, develop, test, and launch e-commerce websites and apps, ensuring they are responsive, user-friendly, and optimized for performance
- Optimize collaborative development through Git version control, including branching, merging, and conflict resolution, to maintain code integrity and streamline team workflows
- Engineer secure, scalable interface for affiliate marketing with real-time tracking, analytics integration, comprehensive testing, and optimized database and API management–enhancing user engagement and data integrity

BAM PR & Marketing Agency

Marketing Manager (Remote, Cross Time-Zones) **November 2022 - February 2023**

- Served as data-driven marketing subject matter expert in developing marketing strategies for clients in the B2B, B2C, B2B2C, and DTC industries
- Led client-facing brainstorms, workshops, presentations, strategic planning, and campaign execution across multiple time zones for 12 brands
- Achieved a 189% increase in conversions by developing a comprehensive content strategy, providing brand guidance, outlining strategic objectives, audience targeting, effective messaging, SEO, media mix, topics, and content strategy
- Designed and managed client relations and campaign execution end-to-end, from planning to measurement-tracking client progress against key KPIs

Los Angeles Times (Stats Digital)

Digital Campaign and Analytics Specialist (Remote, Cross Time-Zone) **July 2019 - November 2022**

- Generated a 300% increase in account revenue during Q1 & Q2 of 2020 by designing digital advertising campaigns consisting of SEM, display, paid social, native, and programmatic
- Produced a +547% growth in conversions during Q1 & Q2 of 2020 by monitoring, pacing, analyzing, and optimizing campaigns toward KPI success and fulfillment
- Translated data into actionable insights to assist the sales team in achieving sales revenue targets and client campaign success

American Association of Critical Care Nurses

Senior Marketing Coordinator (Hybrid, Cross Time-Zone) **September 2016 - March 2019**

- Converted online traffic to direct sales and high-quality leads by providing strategic direction on 36+ campaigns through SEM, custom landing pages, targeted lists, remarketing, and social media
- Researched, Strategized, and Collaborated with key stakeholders to redesign the company website to improve UX/UI
- Collaborated with designers, writers, videographers, and stakeholders to produce SEO-optimized web content

Senior Marketing Associate (Onsite) **February 2015 - August 2016**

- Researched strategic advertising opportunities for new product exposure to critical market segments
- Managed a $1.7M marketing budget and executed media plans in the assigned group of markets within established budgets
- Collaborated with 22 stakeholder groups, 8 designers, and 7 Communications Specialists to develop SEO content and marketing creative
- Analyzed marketing data to provide actionable recommendations

EDUCATION

M.A. Psychology, Pepperdine University

B.A. Psychology, University of California, Irvine