Ayla Basha

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SKILLS

JavaScript, Python, React, Redux, HTML5, CSS, Flask, Node.js, Express.js, SQL, PostgreSQL, SQLAlchemy, Sequelize.js, Docker, Webpack, jQuery, Git, Heroku

PROJECTS

MusicHub | *(Clone of Spotify using React / Redux, HTML5, Python, PostgresSQL)*   **live** | **github**

- Utilized Redux State to configure audio with React HTML5 Player, dispatching actions across components to deliver a seamless audio experience for users
- Effectively styled site components using a CSS framework to create a responsive web experience
- Worked with team members to implement a search feature that queries the database based on user input

HauteFinder | *(A marketplace inspired by Poshmark using React / Redux, Python, PostgresSQL)*   **live** | **github**

- Successfully created and utilized database from PostgresSQL for all relevant User, Listing and Cart information
- Prevented rainbow table attacks and storing plain text passwords in the database by using BCrypt hashing algorithm for passwords
- Implemented 'Listings' and 'Shopping Cart' features with CRUD functionality and user authorization

PetOverflow | *(Group Project, StackOverflow clone Javascript, HTML, CSS, Express.js)*   **live** | **github**

- Utilized the CSS Flexbox model to style Questions and Answer pages
- Configured the Node backend with PostgreSQL, using the Sequelize ORM for validations and DB queries.
- Incorporated the flexbox CSS model to deliver a responsive design for Questions and Answers features

EXPERIENCE

Self Employed | Events & Entertainment, *Simone Entertainment, San Diego, CA*   May 2008 - 2020

- Created and maintained website and digital marketing for my business
- Consulted for music venues, luxury hotels, lounges and corporate events
- Provided talent to venues, entertainment management and scheduling services

Billboard Chart Reporter, *Billboard Magazine, New York, CA*   Nov 2013 - 2021

- Worked remotely representing the music tastes of the southern California demographic
- Provided data for use in determining the national dance charts
- Contributed music findings and predictions for publishing in Billboard magazine

Artist Relations Strategist, *BPM Supreme, San Diego, CA*   Aug 2018 - Dec 2018

- Tested website features and made suggestions for UI
- Fostered relationships with key music industry figures leading to a series of successful video productions utilized by the company website & social media pages with 200k subscribership
- Designed and executed nationwide events to connect artists & present company platform

Talent Buyer, *W Hotel San Diego*   Jan 2012 - Dec 2015

- Coordinated entertainment planning, talent booking, and management for events
- Managed monthly entertainment planning and oversaw a team of 20 artists
- Worked with key hotel executives to discuss and implement entertainment marketing

Technology Sales Associate, *Abtech Ltd., Carlsbad, CA*   Mar 2006 - Dec 2008

- Created and maintained relationships with IT departments of organizations ranging from small business, enterprise-level, and government.
- Assessed IT hardware needs and created quotes for the sale of mainframe server systems.
- Continuously exceeded monthly sales quotas

EDUCATION

App Academy - *Certificate for Full Stack Software Engineering 1500+hr Bootcamp with < 3% acceptance rate 2021*
App Academy - *Bootcamp Prep Course, JavaScript, Web Development HTML & CSS 2020*
San Diego Mesa College - *Associate of Arts, Political Science and Electronic Music Production 2011*