

Lucina Lo

SOFTWARE ENGINEER

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<https://github.com/lucinalo>

PROFILE

I'm passionate about Software Engineering because it combines my love for problem-solving with my desire to create meaningful solutions. It started with self-guided learning, exploring coding languages, and gradually, I realized that this was not just a hobby but my passion. One of my strengths that I believe will aid me in this field is my background in improving client relations and building brand loyalty. These experiences have sharpened my communication and project management skills, essential for successful software development.

SKILLS

HTML, CSS, JavaScript, Node, React, Express, MySQL, Agile Development, Document Object Model (DOM), APIs, Web APIs, User Authentication, OAuth, Heroku, GitHub

EXPERIENCE

Retention and Loyalty Coordinator | The Globe and Mail

NOV 2019 - 2023, TORONTO, ON

- Developed and launched several iterations of subscriber, registered user and business to business engagement campaigns, which led to high engagement rates and lower churn
 - Campaigns include promoting federal and provincial elections, investigative journalism, podcasts and webcasts, membership events and subscriber onboarding
- Provided updates to the Member Benefits site and other onsite units to ensure a positive customer experience
- Identified trends, challenges and opportunities through analysis of KPIs and ongoing insights from our data analytics team
- Fostered team growth with knowledge sharing, training and mentoring colleagues
- Experienced in testing, reporting and quality assurance practices

Technical Support Specialist | Rogers Communications Inc.

JAN 2017 - 2019, TORONTO, ON

- Strong problem-solving skills used for addressing technical issues
- Tailored services to client needs, which led to additional sales
- Identified patterns in client behavior and leveraged them as opportunities for enhancement

EDUCATION

BrainStation | Diploma, Software Engineering

JAN 2023 - SEPT 2023, TORONTO, ON

BrainStation | Certificate, Digital Marketing

FEB 2021 - APR 2021, TORONTO, ON

BrainStation | Certificate, Product Management

JULY 2021 - AUG 2021, TORONTO, ON

University of Waterloo | Bachelors in Liberal Arts, Minor English and East Asian Studies

JAN 2011 - 2016, WATERLOO, ON

PROJECTS

Adventures in Storyland

SEPT 2023, BrainStation

- Adventures in Storyland is a web application built with React, Express.js, and other technologies. It provides a collection of captivating children's stories for young readers to explore.
 - <https://github.com/lucinalo/adventures-in-storyland>