

MADDOX LEACH

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SUMMARY

Advertising student who builds the software businesses run on. Came up through marketing, then taught myself to ship production systems—including a real-time fulfillment platform now used daily by 30+ employees at a manufacturing company. Most useful where business understanding meets the ability to actually build the fix.

PROJECTS

Order-Fulfillment Platform | Modern Studio Equipment 2026

Sole designer & full-stack builder

- Real-time platform running a 30+ person manufacturer's entire order-to-shipment workflow, used daily across the shop floor, purchasing, and shipping.
- Replaced a paper-and-spreadsheet process with a single source of truth: cut order-status lookups from 5–20 minutes to seconds, eliminated lost orders, and removed ~30–40 min/day of manual entry (~3 hrs/week).
- Built and documented reusable AI workflows; gave ownership real-time production visibility for the first time.
- React, Supabase (Postgres), Shopify & QuickBooks Desktop integrations (APIs/webhooks), Vercel, Git. Shipped to production solo in ~2 weeks.

EXPERIENCE

Full-Stack Developer | Modern Studio Equipment Jun 2026 – Present

Los Angeles, CA

- Designed and built a real-time order-fulfillment platform now used daily by 30+ employees, automating manual data entry and cutting order-status lookups from minutes to seconds.
- Integrated live Shopify and QuickBooks Desktop channels via APIs and webhooks; built with React, Supabase, and Vercel. Sole developer, shipping improvements from employee feedback.

Marketing Assistant | Modern Studio Equipment Jun 2025 – Sep 2025

Los Angeles, CA

- Drove demand and customer interest toward key products for a manufacturer specializing in film-production equipment; revamped Instagram and digital channels to raise project visibility.
- Helped evaluate and introduce AI tools into the business, recommending where they improved response speed and efficiency.

Emergency Responder / Administration | Prime Emergency Services Jun 2024 – Sep 2024

Los Angeles, CA

- Served as primary administrative support for a 2,000+ firefighter operation.
- Built and maintained maps for emergency-response planning, improving crisis coordination.
- Organized departmental records and kept daily operations running accurately during active response.

Scheduling Coordinator | VisionQC Jul 2021 – Sep 2023

Los Angeles, CA

- Coordinated staffing for a 50+ employee company, scheduling and assigning workers across jobs to keep operations running smoothly.
- Balanced shifting priorities and job requirements to keep the right people in the right place.

SKILLS

Technical: Supabase • REST APIs & Webhooks • Vercel • Git

Marketing & Communication: Technical & Marketing Writing • Marketing & Advertising Strategy • Social Media Management • Content Creation & Copywriting • Competitor Research

EDUCATION

B.S. in Advertising | University of Oregon — Eugene, OR *Expected 2027*