

Aaron Zajac

B.S. Computer Science at Instituto Tecnológico y de Estudios Superiores de Monterrey 2015-2020

Passionate engineer looking to develop solutions based on customers behavior and provide valuable analysis for the business

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WORK EXPERIENCE

Optimization Web/Mobile Data Analyst Volaris

01/2019 - Present

Achievements/Tasks

- Created & executed the A/B test pipeline based on the funnel conversion results & possible improvements.
- Developed insights data based on customer behavior (Google Analytics).
- Deployed personalization campaigns from specific customers promoting upsell opportunities.

Back End Developer Listo Servicios Digitales

03/2018 - 12/2018

Achievements/Tasks

- Developed XML parsers, and implemented watchdogs for the server (Django/Python).
- Created different frontend options for specific clients, worked on visual bugfixes (Coffescript).
- Deployed parser scripts for banks, Excel manipulations, etc. (Python).
- Produced an API from our platform to different clients (Java).

Logistic & Marketing Supervisor Bandana Products

04/2017 - 10/2017

Achievements/Tasks

- Administrated accounts and sales in MercadoLibre, Linio, Amazon, Costco, etc.
- Developed marketing strategies in our branding and products.
- Established contact with retailers and e-commerce.

CERTIFICATIONS

SQL for Data Science

University of California, Davis

07/2020

Cloud Computing

Escuela de Organización Industrial

07/2019

Experience Perfectionist Level 1 Optimizely

10/2020

SKILLS

Active listening

Communication

Computer skills

Management skills

Problem-solving

PERSONAL PROJECTS

Matrix calculator

- Developed multithreaded server using a client-server star topology with a queue. Enables the distribution of operations to other servers in the case of a computer failure (C/C++).

MCPD

- Developed social network web app for the Mexico City Police Department that enabled detectives to consult different cases and the Department Chief to see each of their progress (Mongo, Express, Angular JS, Bootstrap, NodeJS).

Graphance

- Developed a web app for stage movements used for theatre and dance performances made with three.js

Tazeate

- AR videogame developed with Vuforia, real time movement, armory, weapons, stats, etc.
- Won 1 st place at Tecnológico de Monterrey's "Marketing with AR Challenge".

COURSES

Web Analytics (08/2017)

Escuela de Organización Industrial (Spain)

Ethical Hacking (03/2018)

Udemy

MEAN Stack (Web development) (08/2018)

Coursera

LANGUAGES

Spanish

Native or Bilingual Proficiency

English

Full Professional Proficiency

INTERESTS

Customer behaviour

Personalization

AB Testing

Web Optimization

Web Analysis

Data Science

Performance Marketing