



# José M. Arévalo

*Software Developer*  
with Full Australian Working Rights

## CAREER OBJECTIVES

I am a Software Developer who is passionate about Data products and insights that can solve real-life problems. I love creating tidy solutions that help businesses bring their ideas into life, improve their processes and ultimately scale.

## SPECIALIZATIONS

- Back-end: Python (Django, DRF, Celery & Selenium), REST APIs and ETL Pipelines
- Front-end: HTML, CSS, JS, Vue.js & Tailwind/Bootstrap
- Databases: SQL & Postgres/MySQL
- AWS: EC2, RDS, S3 & Lambda
- Teamwork: JIRA, Agile/Scrum & GitHub/Bitbucket
- Communication, Empathy and Positivity

## CONTACT INFO:

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## PASSION PROJECTS

- Booking System & Artisanal Workshops Marketplace ([www.talleru.com](http://www.talleru.com))
- Babies' Sleep Coaching App ([www.sleepapp.com](http://www.sleepapp.com))

## WORK EXPERIENCE

### SOFTWARE DEVELOPER

#### *Freelance | 2020-Present*

- Developed clients' MVPs using Django, Vue.js and Heroku.
- Improved clients' data products by using Python and Web Scraping techniques.
- Helped clients to increase online sales by customising their e-commerce platforms (Shopify/Squarespace/WooCommerce/etc)

### WEB ANALYTICS CONSULTANT

#### *HammaJack | 2018-2019*

- Helped 10+ clients from the Real Estate and Retail Industries to develop, test and optimise their websites with CSS, JavaScript and UI/UX optimisation.
- Developed advanced and customised segmentations with Google Tag Manager, JavaScript and CRM APIs (Salesforce/HubSpot).
- Conducted content and data migrations between many different tools and platforms (S3/MySQL/Shopify/Mailchimp/etc).

### BUSINESS ANALYST

#### *Cornershop (by Uber) | 2016-2017*

- Helped to raise US\$21M in the "Series B" financing round, by conducting a 3-month Incentives-based Marketing Campaign.
- Saved \$125,000+ per year after optimising the Referral Rewards Program, by decreasing the rewarded amount by 50%.
- Improved Email Marketing Avg. CTR by 25%, through Customer Segmentation and A/B testing.

## ACADEMIC BACKGROUND

### DATA ANALYST NANODEGREE

#### *Udacity | 2018*

- Fundamentals of Python and Advanced Statistics
- In-depth SQL and Data Management
- Data Visualization and Data Story-telling
- Some Machine Learning models

### BACHELOR OF BUSINESS (INFORMATION SYSTEMS) (HONOURS)

#### *University of Chile | 2006-2012*

- Programming in C#, C++, Java and PHP
- Data Modeling and Databases (SQL & MySQL)
- Business Process Management, IT Management & Business Intelligence