Eli Jaramillo

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EDUCATION

University of California, Irvine - Irvine, CA   **Jun 2021**
BS, Informatics, Human-Computer Interaction
BA, Business Economics

PROFESSIONAL EXPERIENCE

California Thrift Store - Irvine, CA
Consultant   **Dec 2023 - Present**
California Thrift Store is a small business retailer that specializes in selling second-hand items at affordable prices. A staple in its community for over a decade, leaning into the allure of sustainability and hidden treasures.
- Built an online ecommerce presence, achieving a 5% lift in quarterly sales revenue.
- Optimized SEO for the flagship Shopify website, leading to a 25% increase in organic traffic, and 2000% increase in impressions.
- Pared down product listing efforts by 16 hours per 100 products by automating listings across multiple digital media channels.
- Drove a 150% increase in web traffic through social media ad campaigns, adjusting content based on performance analytics.
- Leveraged Shopify's measurement/analytics solutions to revamp website content, resulting in a 2% boost in conversions.

Capital Group - Irvine, CA
Product Manager II   **Apr 2023 - Dec 2023**
Capital Group is a multinational investment management firm with over $2.5T assets under management, on a mission to improve people's lives through successful investing. Ownership of multiple web-based productivity and data technology products.
- Managed roadmap driven feature launches of a data governance platform used for 400+ portfolio managers and executives.
- Directed rollout of an enterprise calendar web application, improving scheduling for 9000+ associates and supporting global analytics stakeholders across HR, Operations and Engineering teams.
- Guided 5 engineers on web development using .NET, AngularJS, SQL, and cloud-based solutions like Jira and Bitbucket.
- Established stronger development practices for team to improve collaboration and product quality, including clear documentation, timeline estimates, Agile development, "no-meeting Fridays", and regular bug triaging.

Product Manager   **Aug 2021 - Apr 2023**
Led product initiatives within Global Business Services IT department to bolster talent development, KPI collection, and product analytics practices. Directed outsourced development teams and evangelized solutions to internal cross-functional stakeholders.
- Launched data platform from 0-1 to consolidate multiple HRIS data sources, yielding annual savings of $750K+.
- Improved 360 review satisfaction rates by 30% by successfully integrating a 3rd-party SaaS, which strengthened data instrumentation techniques through surveys and questionnaires.
- Contributed to all phases of implementation, including requirements gathering, technical specifications, biweekly demos, quality assurance and user acceptance testing.
- Engineered automated Alteryx workflows to fortify quality assurance and data consistency, resulting in 99% data accuracy.

LEADERSHIP EXPERIENCE

Siliconian Showdown - Irvine, CA
Founder - https://siliconianshowdown.com   **Jul 2021 - Present**
Siliconian Showdown is a web-based monster battling massive multiplayer online video game which has drawn over 700 registered players and hosted over 2000 battles worldwide. Self-taught in web development technologies and methodologies.
- Founded and grew an international online community to 350+ members in 6 months.
- Created combat system using WebM file playback technology, leading to a 30% uptick in monthly battles.
- Designed and incorporated a single-player AI bot, leading to 30% more games played on average per user session.
- Collaborated with 3 community volunteers turned team-members to organize polls, surveys, and events.
- Developed website using ReactJS, NodeJS, ExpressJS, NextJS, Typescript, Socket.IO, Python, MongoDB, NGINX, Linux, SSL, JWT, CLI, PM2, and Github.

TECHNICAL SKILLS

- **Languages:** Java, Python, JavaScript, TypeScript, HTML5, CSS3
- **Web Technologies / Frameworks:** .NET, AngularJS, ReactJS, NodeJS, ExpressJS, NextJS, Socket.IO, REST API, Agile, Scrum
- **Developer Tools / Databases:** SQL, MongoDB, Git, Jira, Confluence, VS Code, Figma, Axure, Alteryx, ChatGPT, Canva