Maria Cristina Simoes

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SUMMARY

Maria Cristina is a full-stack web developer with experience in Ruby on Rails, JavaScript, and React and a passion for design. From experience in retail buying, e-commerce and marketing, she brings strong skills in analytics and consumer-behavior coupled with creativity, hard-work and a team-oriented mindset. She is driven to create high-performance products with a positive user experience, seeking to help others find their journey and destination on the web.

TECHNICAL PROJECTS

Meal Deals - Demo | Github - Frontend | Github - Backend

A restaurant marketing app, incentivizing users to 'check-in' using geolocation, and receive coupons in return

- Created a full-stack application using React, React-Router, Redux, Semantic UI and Ruby on Rails
- Implemented back-end calls to Yelp API & Twilio API to search real restaurant data and text coupons upon activation
- Utilized Google Maps React in order for users to view real-world locations of various restaurants
- Created a "check-in" feature by comparing user's geolocation with restaurant's latitude & longitude coordinates
- Stored encrypted user information, utilizing JSON Web Tokens & localStorage to create login feature

Cher's Closet - Demo | Github - Frontend | Github - Backend

An outfit planning app, allows users to upload images of items in a virtual closet and create curated outfits

- Developed a full CRUD single-page application with React, custom CSS and Ruby on Rails back-end
- Implemented Active Storage to allow ease of uploading photos into the user's 'virtual closet'
- Utilized 'drag & drop' synthetic events to allow the user to build custom outfits and maximize experience

SuperScript,- Demo | Github - Frontend | Github - Backend

A game to teach kids coding, allows users to answer coding prompts in a text editor for each round

- Built a 5-round game, with Vanilla JS and custom CSS on the front-end and a Ruby on Rails back-end
- Implemented an in-text editor on the browser that enforced test-driven-development
- Wrote tests using Chai.js that responded to user inputs accordingly and provided user feedback
- Maximized gaming experience with kept score, choice of avatar, animation and sound effect features

EMPLOYMENT HISTORY – BELK, AN AMERICAN DEPARTMENT STORE CHAIN FOUNDED IN 1888 WITH 300 LOCATIONS IN 16 STATES

Assistant Buyer, Belk Inc. (October 2016 - November 2018) - Cosmetics

- Drove strategic purchasing of basic and promotional goods by analyzing business trends, leading to the highest sales volume by a purchasing office, amounting to annual revenue over $200m+
- Collaborated with vendors and internal advertising team to develop marketing strategies. Helped manage multiple budgets up to $800k. Proofed/revised ads, ensured stock needs are met, and analyzed performance on all initiatives
- Responsible for tracking receipts, timeliness of shipments, damages, returns, chargebacks, projecting daily sales and POS markdowns in preparation for monthly forecasting meetings that result in company decision making

Executive Trainee, **Belk Inc.** (June '16 – October '16) – Fragrances

- Helped execute Holiday container strategy to increase set sales, AUR, and inventory sell through
- Wrote orders, allocated goods, assisted advertising, reported/analyzed data, item maintenance & created store signs

E-commerce Intern, Belk Inc. (June '15 – August '15) - Women's Apparel

- Created and presented a strategy to enhance the shopping and branding experience of Belk's digital platforms
- Conducted digital consumer behavior analysis through research, analyzing sources and conducting surveys

SKILLS

JavaScript, React, Ruby on Rails, Redux, HTML, CSS, SQL, Sinatra, Semantic UI

EDUCATION

Wake Forest University, Major in Business Enterprise Management, Concentration in Marketing, Minor in Studio Art
Flatiron School, Software Engineering Immersive, 2019
Tech Talent South, Web Design & Creation and UX Design, 2018

INTERNSHIPS & SCHOOL JOBS

Organizational Behavior Teacher's Assistant, Wake Forest University (August '15 - May '16)
Prepared course materials to maximize student learning for Organizational Behavior and Leadership classes

Wake Forest Campus Manager, South by Sea Apparel Company (August '15 - May '16)
Hired and managed campus representatives at Wake Forest. Drove sales through advertising and promotion. Worked with corporate to fulfill orders

Summer E-Commerce Intern, Saint Laurent Paris (May '13 - August '13)
Responsible for processing client orders and managing inventory shipments totaling $5,000-$25,000 daily