



MICAELA RIVERA

Full-stack Engineer

CONTACT

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🌐 <https://github.com/Micaonthego>

EDUCATION

IMMERSIVE WEB DEVELOPMENT PROGRAM

2019

Flatiron School
New York, NY

COMMUNICATIONS MAJOR

2003-2005

College of Mount St. Vincent
Riverdale, NY

SKILLS & TECHNOLOGIES

JavaScript - React - CSS
HTML - Ruby - Ruby on Rails
SQL - Git version control
- *Conversational Spanish*

SOCIAL

in <https://www.linkedin.com/in/micaela-rivera/>

📷 https://www.instagram.com/meeks_a_geek/

🐦 https://twitter.com/meeks_a_geek

**Advocate for
Latinas in Tech**

ABOUT

I am a full-stack engineer focused on front-end with a background in product management. I am seeking to transfer my positive leadership skills, curiosity to learn and passion for creating products into the limitless field of technology. Adept at working with cross-functional teams and able to coordinate and execute multiple projects on tight deadlines. A self-starter who is capable of managing a multi-million dollar business with healthy gains on the top and bottom line.

PROJECTS

Bullet | An abbreviated journal app

- JavaScript, React, CSS, HTML
- Ruby on Rails
- JWT for auth
- Cloudinary for photo uploads

Awfully Delicious | A user-driven NYC dessert finder

- Ruby on Rails
- Semantic UI for styling
- Bcrypt for auth
- Collaborative project

Tuberary | A video library app

- JavaScript, React, Semantic UI React
- Ruby on Rails
- Google API for YouTube
- JWT for Auth
- Collaborative project

Bar Finder | An app to find a save bars globally

- CLI app built with Ruby
- Yelp API
- Collaborative project

EXPERIENCE

SR. PRODUCT MANAGER/ PRODUCT MANAGER

FULLBEAUTY BRANDS | 2007 - 2018

- Managed a \$45M annual apparel business while balancing P&L to meet or exceed profit goals.
- Identified trends through analysis of competitive data, tracking KPIs and partnering with cross-functional teams to ensure products met customer expectations.
- Pioneered implementation of customer engagement videos on website/social.
- Launched a specialized clothing brand from bottom up generating \$2M profit in first year.
- Managed, mentored and encouraged assistants/associates to strengthen the company bench and create empowered leaders.