

Olga Rosas

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Full stack web developer with a talent for creating beautiful yet practical web applications. Experienced in Ruby on Rails, JavaScript, React.js and Redux combined with a strong background in marketing, I discovered web development as an essential technique to grow and advance businesses. Adept at managing cross-functional teams by creating efficiencies that help large companies increase revenues and lower costs.

TECHNICAL PROJECTS

GoodKarma - [Github FrontEnd](#) | [Github BackEnd](#) | [Demo](#)

A web application designed to help users track their volunteer work, and allows administrators to post, edit and delete jobs

- + Created a Ruby on Rails backend that uses a postgresQL database along with JWT Auth, BCrypt and Active Record
- + Designed a React JS frontend styled using Semantic UI React and CSS
- + Devised full CRUD functionality, as well as a messaging component to communicate users to volunteer job administrators

QuizMaster - [Github](#) | [Demo](#)

A single page web application to give users the opportunity to answer randomly generated trivia quizzes

- + Created a Ruby on Rails backend with postgresQL, leveraging RESTful conventions
- + Designed a Javascript frontend, styled with CSS, and using keyframes for a fun animation scheme
- + Used API to fetch random questions of varying difficulty levels in order to build dynamic quiz experiences for our app's users

Thrifter - [Github](#) | [Demo](#)

A web application that creates a second-hand marketplace where users can post items, see available items, and purchase items

- + Designed a Ruby on Rails application leveraging Model View Controller conventions
- + Modeled a complex domain that allows a user to be both buyer and seller in our second-hand marketplace
- + Used Bcrypt for authentication, session, and cookies

BookClub - [Github](#) | [Demo](#)

A command line interface application created to allow users to engage in meaningful discussions about their favorite books

- + Created a Ruby Command Line Interface application where users can post discussion topics on any book they choose
- + Used Google Books API and RESTClient to populate the list of available book titles for discussion
- + Leveraged TTY Prompts in order to guide our users through their selections when interacting with our BookClub application

TECHNICAL SKILLS

Ruby, Rails, JavaScript, React.js, Redux, Sinatra, SQL, HTML5, CSS3, Semantic UI, Active Records, Git, JSON

EMPLOYMENT HISTORY

Marketing Consultant Projects, San Juan, Puerto Rico

d.b.a. Olga Rosas, Marketing Consultant 2008 - 2017

- + Led business strategy work sessions to assess technological start-up's strength and opportunities, devised paths to raise capital, analyzed brand and positioning. Created presentation for new service revenue stream.
- + Crafted positioning statement for new subsidiary of leading financial institution, resulting in award of \$12 million government contract.
- + Designed corporate profiles for five independent insurance firms, helping three firms to secure government contracts.
- + Devised new marketing strategy and contributed to overall fundraising effort, coordination, and event planning for three-year-old nonprofit, boosting awareness and linking organization with community-based projects.

Unilever, San Juan, Puerto Rico

Senior Brand Manager, 2006 - 2008

- + Managed four principal brands and 150 SKUs within hair care portfolio, achieving 14% year-over-year sales growth.
- + Held accountability for profit/loss, market penetration, client relations, and brand awareness.
- + Launched new brand in saturated market, reaching 4.9% of dollar market share and 44% awareness among target during first six months.
- + Led team of agencies in development of five 360 degree integrated brand communications campaigns, ensuring consistent messaging across multiple mediums.
- + Secured and managed \$2.5 million budget; created reports to track portfolio progress against goals.
- + Trained 25 sales executives and 200 sales personnel on product knowledge and upcoming brand news.

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EMPLOYMENT HISTORY continued

American Express, New York, New York

Marketing Manager, 2004 - 2006

- + Created marketing campaign, increasing monthly charge from \$25 to \$213 for card members with recurring billing.
- + Achieved \$407,000 cost savings for company by leading 11-member project team in minimizing fraud chargebacks.
- + Delivered 60 million impressions throughout company channels for key partner, leading to 19% growth (\$10.4 million) in charge volume over three months.
- + Acquired and oversaw \$910,000 budget.

Summer Intern, 2003

- + Analyzed \$241 billion industry, identifying segment growth and developing targeted action plan that led to short-term revenue opportunity of \$260 million.

Museum of Art of Puerto Rico, San Juan, Puerto Rico

Marketing Coordinator, 2001 - 2002

- + Developed three direct mail campaigns, producing 10% increase in revenue and 33% increase in membership.
- + Reduced mailing costs by 67% (\$39,000) from previous year.
- + Analyzed census data, tailoring nationwide campaign to senior membership, making it highest growth category.
- + Launched lapsed-member campaign featuring two incentives for response and renewal; offered one-time, double discount on merchandise and coordinated special event for new and renewed members.

The Metropolitan Museum of Art, New York, New York

Assistant to the Manager for Membership, 1999 - 2001

- + Designed promotional material for renewal campaigns for more than 110,000 members of the Museum, achieving 62% annual renewal rate across 12 membership categories.
- + Collaborated in interdepartmental initiative to attract Hispanic community to Museum's membership program.

EDUCATION

Flatiron School - 2019

- + Full Stack Web Development, Ruby on Rails, JavaScript, React.js, and Redux in-person immersive program

New York University, Leonard N. Stern School of Business

- + Master of Business Administration: General Management, Emphasis in Marketing and Finance

Cornell University

- + Master of Arts: International Relations

University of Puerto Rico

- + Bachelor of Arts: Sociology, *Summa Cum Laude*

VOLUNTEER EXPERIENCE

Dueños de Casas M. G. H., Inc., San Juan, Puerto Rico

Member, Board of Directors, 2018 - present

PYMES Financial Partners, Inc., San Juan, Puerto Rico

Member, Board of Directors, 2009 - 2016

PUBLICATION

Co-author, "Social and Ideological Bases of Status Support in Puerto Rico," *Caribbean Studies*, Vol 32: No 2, 145-178, 2004.