

RAQUEL LORES CASALINAS

Front-end Developer | Web Applications

CONTACT

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 Madrid, Spain



PROFILE

I think out of the box to make things happen.

My experience in multinational companies has allowed me to understand Client needs, which has driven my career as a user interface programmer.

As a Business Administration graduate, I have worked on digital marketing projects and currently in object-oriented programming.

In 2023, I obtained a Google scholarship to specialise in user interface development for web applications. Since then, I have created applications at Edison Next that optimise processes and improve user experience.

TECH STACK

- **Frontend:** JavaScript, TypeScript, React.js, HTML5, CSS3, TailwindCSS, Bootstrap
- **Backend:** Node.js, Express.js, API Rest
- **Testing:** Jest, Vitest, Supertest
- **Data Bases:** MySQL, consultas SQL
- **Versions Control & Tools:** Git, GitHub, Visual Studio Code, Trello, Jira, Asana
- **Design & Prototype:** Figma

WORK EXPERIENCE

- Software Developer Trainee

- **Sistrol Edison Next Spain** / Sep. 2024 - Feb. 2025

Developed the main page of the IC application using TypeScript, optimising data analysts' working time.

Implemented personalisation and responsive design to enhance user experience.

Developed the WPR application using JavaScript, React and Tailwind, which processes and visualises big data in 2D force graphs.

The components I implemented are integrated into the corporate application and enable engineers to understand the various models more efficiently, reducing in 10% their working hours.

- Salesforce Marketing Cloud Specialist

- **Contractor** / May 2023 - July 2023
- **Leadcllc Solutions** / Oct. 2022 - Feb. 2023
- **Oxfam Intermón** / June 2022 - Oct. 2022

Main responsibilities in these three ICT assignments:

Worked in Scrum teams, created user stories and defined acceptance criteria.

Trained a group of end users in the use of the Salesforce Marketing Cloud.

Resolved tickets with Service Now.

Produced reports with CRM Analytics and performed email delivery tests with Journey Builder.

- Digital Marketing Specialist

- **Miele España** / August 2017 - June 2021

Generated leads with email campaigns that increased the conversion rate by 20%.

Created virtual tours of the showrooms, which increased conversions from 2021.

- **Cloud y DevOps:** Docker
- **Digital Marketing & Analytics:** SEO, SEM, SMO, Google Analytics 4
- **Plataforms & CMS:** Salesforce Marketing Cloud, Service Now, WordPress
- **Methodologies:** Scrum

LANGUAGES

SPANISH:
Native

ENGLISH:
C1

FRENCH:
A2

CERTIFICATIONS

- Salesforce Marketing Cloud Email Marketing Specialist, 2022.
- Salesforce Associate, 2023. Trailblazer level: Ranger.

ADDITIONAL TRAINING

- SEO, SEM, SMO 50 hrs. course at Cámara de Comercio de Madrid.
- Build & Analyze Customer Journeys Using the Marketing Cloud. 48 hrs. course at ISDI.
- Data Mining 80 hrs. course at FUNDAE

HACKATON GLOBANT 21 - 23/2/2024

- Developed a Marketplace for pet product suppliers.
- Presented the front-end in the final.
- Stack: HTML5, CSS3 Flex. React, Node.js. Figma..

- Executive Partner
 - **Mosaico Inmolink** / July de 2014 - August 2017

Managed clients of the family business in real estate management. Prepared and published property advertisements.

- Executive Assistant to Franchise Operations
 - **The Coca-Cola Company** / July 2013 - July 2014

Created reports for management from commercial data from consultancy partners.

- Assistant to Communications CEO / Comms Associate
 - **Gamesa Corporación Tecnológica (Siemens)** / Feb. 2006 - Dic. 2012

Managed documentation databases in SharePoint and supervised compliance with corporate identity.

Designed and published newsletters.

EDUCATION

BOOTCAMP:

FEMCODERS FACTORÍA F5 WEB FULL STACK

Google.org grant (850 hrs.) / Oct. 2023 - May 2024

- Programmed web applications with agile methods, in Scrum teams, using React, Tailwind, JavaScript, HTML5, CSS3, Node.js and Express.
- Performed tests/testing with Jest and Vitest.
- Created front-end components and configured the back-end.
- Presented projects explaining code and functionality.

DEGREE:


BACHELOR OF ARTS (HONOURS) IN BUSINESS ADMINISTRATION

University of Wolverhampton, U.K. / Sept. '93 - Jun. '99

PROJECTS AND LINK TO PORTFOLIO


NEWVALUE NEWS MANAGEMENT TOOL

Stack: Vite, React, Tailwind, Vitests. Back-end: Node.js, Express.js, TypeScript, MySQL, Sequalize, Jest. Other: Trello, Figma, Postman.

- Programmed this app to manage news and improve SEO for the NewValue consultancy.
- GitHub repository:  [GitHub](#) Deployment with Vercel: 

TOQUENELDOM

Stack: Javascript vanilla, Bootstrap, HTML, CSS3, Figma.

- Created this website for a music school, with an interactive piano and a contact form with validations
- GitHub repository:  [GitHub](#) Deployment with Vercel: 



PORTFOLIO