

# ANGY NICOLL AGUILAR

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## EDUCATION

### Elon University, College of Arts & Sciences

Elon, NC

*Bachelor of Arts, Computer Science with minors in Data Science, Entrepreneurship, Leadership Studies*

*Graduation: May 2022*

**Awards and Honors:** Isabella Cannon Leadership Fellow, Hilaire Pickett '08 Leadership Award, Phillips Perry Excellence Award

## WORK AND INTERNSHIP EXPERIENCE

### STEM-ista, Elon, NC, CEO and Co-Founder

**October 2019 – Present**

- Create a plan of action to successfully go from ideation to implementation of STEM-ista board game, an extensible solution that addresses the issue of underrepresentation of women in STEM by exposing girls ages 8+ to careers and historical figures in STEM, thus improving girls' perceptions and knowledge of STEM
- Perform ongoing competitive analysis and market research by utilizing available studies and analyzed data using tools including Microsoft Excel to enable data driven decisions
- Execute experiments to uncover additional customer value, consult with customers to maintain a customer-centered approach and utilize findings to recognize product limitations, devise new features, and make ongoing product iterations for optimal results

### Marketplace Under The Oaks, Elon, NC, Product Manager

**August 2021 – June 2022**

- Determined the pain-points as to why potential customers were not shopping or supporting local, small businesses, spearheaded the development and launch of a new website to create a better shopping experience, which resulted in 94% increase in revenue for student-entrepreneurs and greater synergy between students-entrepreneurs and the local Elon community
- Built and leveraged strong working relationships with product stakeholders to define and prioritize the product vision and requirements, and worked cross-functionally with marketing and product engineering teams to create and implement ~10 new pro features thus increasing user engagement by 50%
- Identified inefficiencies in a manual process of onboarding student entrepreneur data to Marketplace website and transformed the process by developing automation, reducing the toil and time to complete the process by 60 minutes per week per student intern

### Angy Aguilar Freelancing, Elon, NC, Web Developer and Social Media Manager

**July 2020 – October 2021**

- Redesigned 3 clients websites' user interfaces' and databases' with HTML/CSS and MySQL, utilized Google SEO optimization thus boosting traffic to clients' site by 30%, continuously performed necessary modifications to adapt to current web standards and ensured future maintainability by reducing glitches and bugs in the web interfaces
- Directed 3 clients' social media accounts and grew their engagement by 60% by developing and using social media calendars, designing promotional graphics, launching social media campaigns promoting unique content, and devising branding kits
- Provided ongoing client support and revisions to digital social media content and website pages by communicating with clients to generate scopes of work consisting of quality digital deliverables that fit the goals of the clients' businesses

### Guide to Justice, Remote, Full-Stack Developer

**June 2020 – September 2021**

- Established and managed the product roadmap using Jira for an activism centered website and mobile application focused on connecting people to educational racial injustice resources, and oversaw the development of requirements documents like project timeline, user stories, and acceptance criteria for an activism centered website and mobile application focused on connecting people to educational racial injustice resources
- Created and linked Django and React.js projects, integrated projects with Heroku and GitHub, and implemented Agile/SCRUM methodologies to lead a 6-person full stack development team to make necessary pivots and ensure the product is on schedule for delivery and meets all of the feature and design requirements
- Developed high-fidelity prototypes and mockups using Figma, executed user research and testing, and used findings to identify the users' pain points, construct user stories, and pivot the product's design to better align with the needs of the user
- Analyzed different datasets on topics such as healthcare access and created 8+ data visualizations using tools such as Tableau, Pandas and NumPy Python libraries, and interpreted the visualization results at weekly team meetings

### Learn Fresh, Remote, Software Engineer Intern

**June 2021 – August 2021**

- Programmed a novel soccer-themed educational mobile application consisting of complex 3D animations and companion website that manages the creation, filtering, and editing of educational STEM content utilizing React Native, Django, and jQuery, and implemented API calls and endpoints for the application to communicate with the website
- Designed application interaction flows, created digital prototypes utilizing Adobe InDesign, and utilized client feedback to iterate through multiple builds to get to UI design specifications thus establishing a user friendly navigation system
- Performed software testing according to software requirements, and assessed the application's functionality, user interface, API integration, and performance, and resolved software defects/bugs, in partnership with team members

## LEADERSHIP EXPERIENCE

### Doherty Center for Creativity, Innovation and Entrepreneurship, Elon, NC, Student Engagement Intern

**January 2021 – March 2022**

- Developed innovation oriented programming for Doherty Center sponsored conferences and competitions, such as the Elon Innovation Competition, and collaborated with interns to devise competition judging criteria, identify key speakers, coordinate attendee experience, logistics, and marketing that attracted 120+ participants
- Managed relationships with student-led organizations, and prominent after-school programs, including Boys and Girls Club of America, to raise participation in workshops centered around creativity, innovation, and entrepreneurship by 60% in one year

- Collected and analyzed workshop attendee feedback to generate insights on attendee's experience and identify opportunities to improve workshop content and attendee experience

**Acorn Venture Fund**, Elon, NC, *Chairperson*

**September 2020 – May 2022**

- Managed a 12-person committee and \$200,000 endowed venture fund established by Student Government, and built consensus among committee by utilizing effective communication and listening skills, while also driving hard decisions around identifying students with innovative, and feasible inventions, or ventures, which resulted in awarding \$1 – 4K grants to 6 student founders
- Evaluated 13 Elon student-founded companies for unicorn potential by liaising with internal committee to conduct due diligence including: market sizing, team's ability to execute, go-to-market strategy, key risks, business model

**Alamance Youth Leadership Academy**, Elon, NC, *Facilitator*

**August 2018 – April 2022**

- Formulated and facilitated 7-month leadership development program consisting of workshops, serving 175+ middle-school youth in Alamance County, that equipped students with the skills necessary to plan and execute a campus improvement plan at their school
- Assisted in pivoting the leadership-development workshops from in-person to virtual format, pitching new and innovative methods for delivering successful virtual workshops to senior leadership

## **TECHNICAL SKILLS**

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**Programming Languages:** Java, React-Native, Swift, Javascript, Python including PANDAS and NumPy Libraries, C, Prolog, Ruby, MySQL, Tableau, Arduino, CSS, HTML

**Office Software:** Microsoft Excel, Google Sheets, Microsoft Word, Microsoft Powerpoint

**Language Proficiency:** English, Native Spanish speaker, limited French proficiency