www.arielnathan.com
www.github.com/ariel-nathan

Ariel Nathan

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Education

Newark, NJ	New Jersey Institute of Technology	Sept 2018 - May 2022

- **Major**: Computer Engineering, B.S.
- **Minor**: Computer Science
- **Programming Coursework**: C++, Programming and Problem Solving, Matlab
- **CoE Coursework**: Circuits and Systems, Digital Design, Engineering Design, Microprocessors

Employment

E-Commerce Analyst	Home Dynamix	Sept 2019 - Present

Wholesale textiles (www.homedynamix.com)

- Design and implement software using Python, JavaScript, Node.js, and MongoDB to track item rankings over time
- Develop software using the Amazon MWS API to receive and parse inventory data into a report, simplifying the restocking process and reducing out-of-stock time
- Manage Amazon product listings and advertising campaigns to generate $2.6 million in sales in 18 months and average $6000 in daily sales
- Decrease Advertising Cost of Sale by 25% by choosing search keywords to target, which products to advertise, and adjusting bids on advertising campaigns
- Create A+ Content and item listings to bring multiple items to "Top Ten Seller" status

Software Projects

Personal Website: www.arielnathan.com (for additional information, projects, and portfolio)

React Memories App

- A fullstack social media app that allows the user to create, edit, like, and delete posts.
- Technologies: (MERN Stack), MongoDB, Express.js, React, Node.js, Redux, Material-UI, Axios

React GameDB

- A games directory that displays upcoming, popular, new, as well as searched games.
- Technologies: React, Redux, React Router, Axios, Styled Components, Framer Motion, JavaScript

React Capture Portfolio

- A concept movie studio portfolio with clean and beautiful animations, transitions, and UI
- Technologies: React, React Router, Axios, Styled Components, Framer Motion, JavaScript

React Music App

- A responsive React.js web app that allows the user to select and play songs in an elegant UI
- Technologies: React, JavaScript, HTML, Sass

Coolors

- A responsive web app that allows the user to generate color palettes, save them to local storage, and edit and lock each individual color
- Technologies: JavaScript, HTML/CSS

Ranking Scraper

- This software asks the user to provide a csv with a list of item IDs. It then uses the Proxycrawl API to scrape the item IDs provided on Amazon and push the data to a MongoDB Database
- Technologies: Python, Pandas | Refactored to: JavaScript, Node.js, MongoDB

Skills

Software: (proficient): React, JavaScript, Python, Node.js, MongoDB, Sass (familiar): TypeScript, C++, Matlab, Pandas, SQL

Languages: English, Spanish, Hebrew (spoken)