

BARBARA POTIRIADIS

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Summary

Creative and curious by nature, with a commitment to lifelong learning and development. Professional background in Market Research and Data Insights, and an academic background in Marketing and Business Management. Demonstrated ability to work under pressure in a team environment and apply analytical skills to read and interpret data with a strong eye for minuscule details. Recently earned a certificate in Full Stack Web Development, undertaking a 24 week Coding Bootcamp with Monash University, where I bring a passion for architecting modern web applications using JavaScript, React and MERN stack technologies. Willing to leverage my creativity and problem solving skills demonstrated in my professional market research role and throughout the coding bootcamp to design functional and dynamic web applications using clean code and polished UX/UI design.

Technical Skills

Languages: HTML, CSS, JavaScript, jQuery

Applications/frameworks/libraries: React, Node.js, Bootstrap, Semantic UI, Material UI, Express, MongoDB, NoSQL, MySQL, MVC Framework, Heroku

Version control systems/platforms: Git, Github, Figma

- Working with RESTful APIs using JSON.

Soft Skills

- Strong presentation skills, demonstrated in presenting insights reports in market research role, and in showcasing projects during the Coding bootcamp to industry professionals.
- High attention to detail, exercised in analysing data and writing code.
- Creativity and design skills, from engagement strategies and digital marketing in market research role, to rendering user friendly, UX/UI applications.
- Ability to multitask, adapt and work under pressure.
- Ability to work autonomously and in teams.

Experience

The Interpreters, Richmond, VIC

Panel Manager / Insights Analyst

Jan 2019 - September 2020

- Using statistical methods and Q software to analyse data and draw key inferences for clients.
- Recognised by managers for having strong design and creativity skills, demonstrated in designing emails using HTML coding, and developing a clean user friendly community website for Australian mothers using Wix.
- Commended among staff for having strong customer skills and committed to making the user experience seamless and positive, answering promptly to 45+ member inquiries per week.
- Prepared weekly reports for managers on the overall panel health/ numbers such as total and verified members, source of recruitment and levels of engagement.

- Developed and presented a new engagement strategy to the team and partnering high level managers based in New Zealand, which resulted in a 150% growth in member numbers and actively higher levels of community engagement. This in turn increased the quality and robustness of our research with brands due to higher member numbers.

Education

Bachelor of Business (Marketing) & Bachelor of Business (Management)

Monash University | 2014-2018

- Unit Prize: International Business Strategy
- Key units undertaken: Strategic Marketing, Digital Marketing, Market Research Methods, Marketing Planning and Implementation, Consumer Behaviour, International Business Strategy, Leadership Principles
- Study Tour - San Francisco & Silicon Valley (February, 2018):
 - Selected among 30 students to participate in a one week intensive summer study tour based around Sustainable business practices.
 - Met and interacted with senior managers and representatives for companies such as Uber, Annie's and WeWork.
 - Completed and presented a final project that involved creating a sustainable company.

Full Stack Web Development Certificate

Monash University | May - Oct 2020

- A 24-week intensive Bootcamp course that provides the technical programming skills to build dynamic end-to-end web applications.
- 240 contact hours and 190 study and project hours.
- Technologies used: HTML, CSS, JavaScript, jQuery, Bootstrap, Node Js, MERN, MySQL, MongoDB, Express, Handelbars.js & ReactJS.

References

Ashleigh O'Shea

Customer Operations Planner (Coles) - Mars Wrigley

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Melissa Hernadi

Senior Strategy, Research and Insights Leader - The Interpreters

- Previous Manager
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Krishna Adhikari

Full Stack Engineer - Unico Computer Systems

- Teacher's Assistant, (Monash University Bootcamp Course)
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