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## ELISE NAVARRO

### Software Developer

Denver, CO

I am a multifaceted developer with a strong analytical business background and hands-on technical experience with full-stack systems.

I am skilled in designing, developing and testing web applications, incorporating a range of technologies. I have a proven ability to communicate complex technical requirements across teams.

### Skills

#### Front-End:

Next.js, React,  
Redux, Yarn,  
UX/UI Design (*Figma*)

#### Back-End:

Node, Ruby on Rails,  
PostgreSQL, Firebase DB  
RESTful API,  
Cloud Platforms (*Heroku*)

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### GeoSure Global

#### Software Developer

Denver, CO

Jun 2020 - Present

- Lead developer of GeoSure web application utilizing React, Redux, Next.js, Node, Firebase Cloud Storage, Google Places, Mapbox and GeoSure APIs.
- Design, develop, test and maintain GeoSure's web application, in collaboration with Product, QA and Data teams.
- Support Head of Product to define, detail and scope technical requirements for the design and development of customized client solutions in an agile environment.
- Build co-branded applications for insurance and travel clients, including AIG and Expedia.
- Monitor web and server performance with Sentry, DataDog and Google Analytics.

### Scope Inc

#### Software Developer Consultant

San Francisco, CA

Apr 2020 - Jun 2020

- Designed and implemented e-commerce sites for restaurants and food delivery services, with a focus on Square POS.
- Built internal CRM dashboards and customer support forms for e-commerce client using Retool.
- Integrated client and external API data to build seamless data pipelines using Segment.

### Havas Media

#### Marketing, Analytics and Data Consultant

Chicago, IL

May 2016 - Oct 2019

- Led audience segmentation and target strategy for Moen and Michelin accounts.
- Audited campaign configurations and data requirements for accurate media tracking, including HTML metadata tagging and programmatic integrations.
- Responsible for daily work flow, training and mentorship of one direct report.
- Selected to participate in the Havas global exchange program to present Havas North America media operations strategy and worked alongside Barcelona Digital BI team.

### TBWA\engage

#### Digital Marketing Analytics

Chicago, IL

Oct 2014 - May 2016

- Led SEO reporting for Nike Western Europe using Tableau software.
- Managed Nike Store Locator project, using 3<sup>rd</sup> party data to update 160+ store locations and metadata in Google My Business across 5 European countries.

### Education

#### Loyola University Chicago - Quinlan School of Business

Chicago, IL — Bachelor of Business Administration

May 2014

Marketing & Spanish | Cum Laude

#### Le Wagon – Full Stack Coding Bootcamp

Barcelona, Spain — Certificate of Completion

Dec 2019

### Additional Skills & Tools (My Toolkit)

JavaScript, Bootstrap, CSS, SASS, jQuery, AJAX, Web Scraping, Wireframes, DataDog, Sentry, Data Analysis and Visualization, Project Management, Digital Marketing Strategy, Agile, Git, Public Speaking, Fitness Instruction/Pilates Teacher, Spanish (*Intermediate*)

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