
ELISE NAVARRO

Software Developer

Denver, CO

Multi-faceted developer with extensive understanding of digital marketing and data analysis. Highly effective interpersonal and project management skills. Versed at communicating complex technical information across audiences.

507.319.3993

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elisenavarro.com

Skills

Programming Languages:
HTML5, CSS3, JavaScript
ES6, SQL, Ruby, C#

Software / Platforms:

Tableau, Adobe Marketing Cloud, Google 360 Suite, Salesforce DMP, Jira, Trello, Figma, Heroku

Frameworks / Libraries:

JQuery, Bootstrap, Rails, ASP.NET

Languages:

English (Native),
Spanish (Intermediate)

Communication:

Public Speaking, Fitness Instruction/Teaching

Le Wagon

Software Developer

- 9-week intensive full-stack coding bootcamp learning HTML, CSS, JavaScript, Bootstrap, SQL, GitHub, Heroku and Ruby on Rails.
- Designed, implemented and shipped to production a clone of AirBnB and Tinder in Ruby on Rails.
- Gathered business requirements and collaborated with team of international developers using GitFlow.
- Defined PostgreSQL data model, built HTML and back-end login pages to gather user information and dating preferences.
- Designed UX and page layout using Figma.

Havas Media

Supervisor – Marketing, Analytics and Data Consultant

Reported to VP, Director of Marketing, Analytics and Data Consulting

- Led audience segmentation and target strategy for Moen and Michelin accounts.
- Leveraged Data Management Platform with 1st, 2nd and 3rd party data to improve digital media buying. Resulting in estimated \$900k media savings.
- 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.

Specialist – Marketing, Analytics and Data Consultant

- Managed Adobe Marketing Cloud for agencies most profitable client, Dish Network.
- Revised digital campaign measurement for Kellogg School of Management. Improving overall conversions by 23%.
- Participated in Havas global exchange program. Worked with Havas Barcelona Digital Business Intelligence team and presented on North America media operations.

TBWA\engage

Analyst – Digital Marketing Analytics

Reported to Director of Analytics and Digital Strategy

- Led SEO reporting for Nike Western Europe using Tableau software.
- Managed Nike Store Locator project, using 3rd party data to update 160+ store locations and metadata in Google My Business across 5 European countries.
- Collaborated with Nike's Head of Digital Strategy to analyze market trends and historical performance for optimization of Nike's #BetterForIt campaign.
- Trained and managed Analytics Intern for 6-month period.

Coordinator – Digital Marketing Analytics

- Responsible for Nike North America SEO reporting.
- Analyzed Nike.com SEO effectiveness during key sporting, retail and industry events.

Education

Loyola University Chicago - Quinlan School of Business

Chicago, IL — Bachelor of Business Administration
Marketing & Spanish | Cum Laude

Le Wagon – Full Stack Coding Bootcamp

Barcelona, Spain — Certificate of Completion

Pilates ProWorks

Chicago, IL — Certified Pilates Instructor

Barcelona, Spain

Oct 2019 - Dec 2019

Chicago, IL

May 2016 - Oct 2019

Chicago, IL

Oct 2014 - May 2016

May 2014

Dec 2019

May 2018
