
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 at designing, developing and testing web applications, incorporating a range of technologies. I can 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*)

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 3rd 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

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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