
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.

Skills

Front-End:

HTML, CSS, SASS, Bootstrap, JavaScript, jQuery, AJAX, Wireframes, UX/UI Design (*Figma*)

Back-End:

Ruby on Rails, C#, ASP.NET, PostgreSQL, RESTful API & JSON, Web Scraping, Version Control/Git, Heroku

Other Skills:

Data Analysis, Project Management (*Jira, Trello*), Digital Marketing Strategy, Agile Methodology, Public Speaking, Fitness Instruction/Teaching, Spanish (*Intermediate*)

☎ 507.319.3993
✉ elise.marie.navarro@gmail
💻 elisenavarro.com
🔗 [elisenavarro](https://www.linkedin.com/in/elisenavarro)
in [elise-navarro](https://www.linkedin.com/company/elise-navarro)

Le Wagon

Software Developer

Barcelona, Spain

Oct 2019 - Dec 2019

- 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

Chicago, IL

Supervisor – Marketing, Analytics and Data Consultant

May 2016 - Oct 2019

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

Chicago, IL

Analyst – Digital Marketing Analytics

Oct 2014 - May 2016

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

May 2014

Marketing & Spanish | Cum Laude

Le Wagon – Full Stack Coding Bootcamp

Barcelona, Spain — Certificate of Completion

Dec 2019

Pilates ProWorks

Chicago, IL — Certified Pilates Instructor

May 2018
