ERIELÍ CAROLINA LARA

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Frontend Developer with 4+ years building scalable marketing technology platforms and e-commerce solutions. Specialized in AI-powered marketing automation tools and Shopify development with proven experience implementing complex API integrations and building conversion-focused applications that drive business results.

SKILLS & EXPERTISE

Frontend Development

- React
- JavaScript
- Zustand
- Material-UI
- REST APIS
- Next.js
- React Native
- Tailwind CSS
- Shadcn
- Figma
- TypeScript
- Redux
- SCSS
- HTML/CSS
- Scrum/Agile

Shopify & E-commerce

- Shopify Development
- CRO
- Payment Gateways
- Liquid Templates
- Performance Optimization
- Store Optimization
- Theme Customization
- API Integration
- Git

Marketing Tech & AI

- OpenAI API
- AI Content Generation
- N8N Workflows
- Meta Ads API
- Marketing Automation
- Custom CRM Development
- Campaign Management
- Conversion Optimization
- Analytics

WORK EXPERIENCE

FRONTEND DEVELOPER | ADS FACTORY LLC | Jun 2025 - Present
AI Agency CRM Development

- Frontend development for comprehensive CRM system designed for marketing agencies.
- Build custom interfaces using NextJs and Zustand for client management and sales pipeline optimization.
- Implement N8N workflow automation to automate prospecting, setting, and closing processes.
- Develop automation solutions for complete service delivery workflow management.

FRONTEND DEVELOPER | ADS FACTORY LLC | Mar 2023 - May 2025
AI Agency CRM Development

- Led frontend development for AI-driven advertising platform serving entrepreneurs and small businesses.
- Integrated OpenAI API for automatic ad copy generation and Meta's policy validation.
- Implemented Meta Ads API enabling direct campaign creation and monitoring from platform.
- Developed A/B testing framework improving campaign effectiveness by 35%.
- Reduced campaign setup time from hours to minutes through AI-powered automation.

SHOPIFY THEME DEVELOPER | FREELANCE | Apr 2024 - Present

- Develop custom Shopify themes with focus on conversion optimization and performance.
- Implement responsive designs using Liquid templating and CSS techniques.
- Integrate third-party apps and payment gateways for enhanced functionality.
- Collaborate with clients using Figma to translate designs into functional e-commerce experiences.

MOBILE DEVELOPER | KLOUSTR LABS S.A.S | Apr 2022 - Apr 2023

- Developed sophisticated mobile applications using Flutter and React Native, focusing on advanced state management with BLoC and Provider patterns.
- Engineered seamless user experiences by optimizing app responsiveness and data handling for enhanced performance
- Collaborated with product management teams, aligning technical solutions with strategic business goals to drive high user adoption and satisfaction.
- Led implementation of real-time data synchronization and robust offline capabilities in mobile applications, significantly enhancing usability in low-connectivity scenarios and boosting user engagement.

EDUCATION

BACHELOR OF COMPUTER ENGINEER - Universidad Dr. Rafael Belloso Chacín, 2012

BACHELOR OF PUBLIC RELATIONS AND MARKETING - Universidad del Zulia, 2013

FULL STACK WEB DEVELOPER - Henry, 2021

SCRUM TEAM MEMBER, Authorized Certification ID 13151210495270 - International Scrum Institute, 2023

ADVANCED ENGLISH LEVEL C1 - Smart Language Academy, 2023