

JAHAIRA FLORES

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EDUCATION

COOP Careers - Data Analytics Fellowship

February 2025 - June 2025

Audience Analyst | Capstone Project

- Engaged in a 16-week apprenticeship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using SQL, Python, and Tableau, alongside continuous professional development.
- Cleaned, restructured, and grouped raw ad performance data to surface audience behavior patterns and campaign effectiveness, identifying high-cost, low-conversion segments for optimization.
- Developed three data-driven audience personas using behavioral trends, performance metrics (CPA, CTR, CVR, CPC), and external research to inform targeting strategy and improve ad efficiency.

University of Michigan, Ann Arbor

August 2020 - August 2024

B.S. Computer Science, Minor in UX Design

Coursework: Data Structures and Algorithms, Web Systems, Database Management Systems, User Interface Development, Introduction to Computer Security

TECHNICAL SKILLS

Programming Languages: Python, C++, JavaScript, SQL, Excel (Pivot Table & Vlookup), Tableau

Web Development: HTML, CSS, React, Flask, Django, Three.js

Tools & Technologies: Git, REST APIs, Docker, Figma

Certifications: Learn React & Advanced React (Codecademy), Google Analytics Professional Certificate (Coursera)

RELEVANT EXPERIENCE

Web Developer | Next Level Society

February 2025 - Current

Chicago Cares | Chicago, IL

- Redesign NLS's website to improve accessibility and user experience, migrating from Google Sites to WordPress.
- Collaborating with stakeholders to implement UI/UX best practices, ensuring a functional and visually engaging platform.
- Enhancing the digital presence of a nonprofit that provides arts education and career pathways for underrepresented youth in Chatham, Englewood, Roseland, and Garfield Park.

Microsoft Externship

March 2023 - March 2023

Noble Career Office | Chicago, IL

- Gained a deeper understanding of corporate operations and the Software Development Life Cycle (SDLC) through mentorship and hands-on activities.
- Participated in professional development workshops, including resume reviews and networking opportunities, tailored to Microsoft's hiring process.

IT Assistant

January 2018 - January 2020

Chicago Public Schools (CPS) | Chicago, IL

- Performed routine IT system check-ups, booted and set up new computers, and ensured all classroom technology functioned properly to support uninterrupted learning.
- Managed and redistributed classroom equipment; submitted support tickets for malfunctioning devices to ensure timely repairs and resource availability.

PROJECTS

Front-End Engineer | Instagram Clone

August 2023 - December 2023

University of Michigan | Ann Arbor, MI

- Developed an Instagram clone with React and Flask, combining client-side and server-side functionality for real-time, interactive experiences.
- Integrated a Flask backend in Python to handle server requests, database operations, and efficient client-server communication.
- Managed client-server communication and state synchronization to ensure fast, reliable user interactions and data consistency.

Back-End Engineer | Scalable Search Engine

January 2024 - May 2024

University of Michigan | Ann Arbor, MI

- Collaborated in a team to develop a scalable search engine designed to handle large-scale data through efficient crawling, indexing, and ranking algorithms.
- Implemented key features such as PageRank, query processing, and tf-idf ranking to improve search accuracy and efficiency, reflecting complexities of real-world search engines.