

KATARINA GRANTHAM

FULL STACK DEVELOPER

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PROFESSIONAL SUMMARY

Analytical and technically driven professional, recently qualified as a **Full Stack Mobile and Web Developer**, with hands-on experience in **React, React Native, JavaScript, Node.js, and SQL**. Having built a career at the intersection of data, technology, and customer experience, I've consistently gravitated toward the technical side of every role I've taken, whether developing automated dashboards, managing CRM systems, or optimizing data pipelines. Now, I'm excited to fully channel that passion into software development, continuously expanding my skills and exploring new technologies.

SKILLS

HTML

CSS

JavaScript

Node

Express

MongoDB

React.js

TypeScript

React Native

Git

SQL

CRM

EDUCATION

Barcelona Code School

Barcelona • 10/2025

Full Stack Web & Mobile Development

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Taipei • 08/2022

Chinese Language Course

University of Exeter

Exeter • 09/2017

Bachelor of Arts: Russian With French

WORK HISTORY

H&M - Test & Targeting Analyst

Barcelona • 02/2025 - Current

Led regional CRM testing strategy and cross-functional decisions to boost customer engagement, using Python and SQL for data analysis and hypothesis validation.

H&M - Customer & CRM Data Analyst

Barcelona • 09/2024 - 02/2025

Analyzed CRM data across five regions using SAS, SQL, and Power BI to identify engagement opportunities, optimize customer journeys, and drive retention and CLV through cross-functional collaboration and KPI monitoring.

Glovo - CRM Lifecycle Specialist

Barcelona • 05/2024 - 09/2024

Analyzed CRM data with SQL to inform lifecycle strategies, built and personalized email marketing campaigns in Braze using Liquid Code, and managed cross-team projects to drive orders, adoption, and conversions.

Shuttlerock - CRM & Data Specialist

Remote • 01/2023 - 12/2023

Managed company-wide HubSpot CRM and sales workflows, optimized sales efficiency with AI tools (Gong & Apollo), and analyzed Snowflake data using SQL and Tableau for strategic decision-making.

Conde Nast - Commercial Financial Coordinator

London • 10/2019 - 03/2022

Coordinated multi-market billing and revenue analysis across 30+ finance teams, implemented Salesforce CRM for cross-market collaboration, led system development and training, and automated real-time reporting and client dashboards.

On the Go Tours - Operations Executive

London • 10/2018 - 10/2019

Automated financial reporting and KPI tracking in Excel with macros and developed tools to support sales and financial system implementation.

LANGUAGES

English



Native or Bilingual

French



Professional Working

Chinese (Mandarin)



Elementary

Russian



Limited Working