

Kayla Ochoa

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Full stack web developer with experience in Ruby on Rails, JavaScript, and React and a passion for learning and creative expression. With a background in tech sales, I transitioned to web development after experiencing technology's indisputable ability to solve problems for businesses. After holding numerous software-related sales positions, I felt the desire contribute to an innovative, problem-solving, community. Having previous experience at a startup, I bring strong skills in brainstorming creative solutions to current processes, building customer relationships, and delivering results.

TECHNICAL PROJECTS

Glow Ecommerce - [Github](#) | [Demo](#)

An ecommerce app offering beauty products for purchase

- Created a single page application Utilizing React Router v4 and proper RESTful routing
- Implemented APIs using Ruby on Rails utilizing async actions to persist data
- Layered Redux to respond to and modify state change
- Designed all CSS and front-end functionality

UniquelyFem - [Github](#) | [Demo](#)

A reviews-based app for job-seeking women searching for employers whose values align with theirs.

- Built RESTful APIs using Ruby on Rails and the MVC pattern
- Powered jQuery and JavaScript for AJAX functionality
- Deployed ActiveRecord Serializers to oversee JSON responses

Gift Journal - [Github](#) | [Demo](#)

Keeps a wish-list journal throughout the year of gifts a person desires - handy for gift giving seasons!

- Built full RESTful CRUD functionality using Sinatra with an MVC framework
- Configured user authentication and authorization using Bcrypt
- Managed all SQL database interactions through ActiveRecord

SKILLS

Ruby, Rails, SQL, ActiveRecord, JavaScript, React, Redux, HTML, CSS
Fluent in Spanish

EMPLOYMENT HISTORY

Zerto, Boston, MA, October 2013 - June 2017

Team Lead Account Manager, *December 2016- June 2017*

- Trained newest team members on Zerto's technical landscape and competitive positioning, as well as delivery of demo presentations, customer proposals, and channel relationship management
- Managed multiple customers and partners in sales cycle traveling in territory to deliver presentations and develop pipeline resulting in 45% (500K) of new revenue goal and 48% (450K) of renewal goal for the year
- Served as the voice of the customer providing feedback and improvements to our software and product teams

Account Manager, *August 2015 - December 2016*

- Recognized as 1 of 5 employees company wide that exceeded \$2 million in revenue in 2016
- Exceeded sales quota by 150%, closed \$1.5 million in net new revenue, and generated 31 net new customers
- Ensured customer satisfaction for 80+ customers in assigned region, and achieved a 94% (\$1.1 mil) renewal rate
- Averaged 30-40 sales demos weekly working closely with a Sales Engineer

Team Lead Business Development Representative, US and LATAM, *October 2013 - August 2015*

- Managed a team of 7 BDRs that grew to 17 BDRs in 2015, created technical templates and assisted sales training
- Exceeded quota on meetings set up for Account Manager pipeline by 120% in 2014

EDUCATION

Flatiron School - *November 2018*

Full Stack Web Development, Ruby on Rails and JavaScript online program

Tulane University, A. B. Freeman School of Business, New Orleans, LA - *May 2013*

Bachelor of Science, Finance, Legal Studies (double major)