

# Haley Lopez

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## EXPERIENCE

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### Haley Lopez Strategies

Remote

*Founder*

2023 – Present

- Founded and manage a successful freelance business specializing in strategic digital consulting for non-profits and small-businesses achieving an increase in digital engagement for all clients
- Maintain or increase email open and click rate with cohesive voice and image messaging on all digital and event assets
- Collaborate with clients to define project requirements and deliverables, ensuring alignment with their business objectives

### Amazon

Hybrid – San Francisco, CA

*Frontend Engineer*

2022 – 2023

- Collaborated with product and design teams to deliver engaging customer features based on customer behaviors and feedback
- Proposed and implemented a solution to an ongoing issue that reduced automated test errors, decreasing the quantity of low impact tasks for our engineering and QA teams and facilitating efficient team communication and increased overall efficiency
- Communicated an application crash cross functionally - with product and design - to create a solution to address the issue and adhere to our latency SLA for our customers
- Demo'd the My Music feature to the entire organization, the presentation elevated My Music and leaders chose it to be the flagship feature for our public release

### KIPP Public Schools Northern California

Northern California

*Board Member*

2021 – Present

- Co-chair of the development advisory committee, raised more than \$11 million first year as co-chair
- Use real stories and data to highlight our communities and show the success of our organization
- Foster relationships with key stakeholders including partners, school districts, and state and local officials to advocate for California schools

### Encantos

Remote

*Software Engineer, Kapor Fellow*

2021 – 2022

- Built an NFT Minting site that placed Encantos on the Ethereum blockchain and led to a 3X increase to total revenue
- Collaborated with designers to plan and build a marketing site for our creators and their content in one week which resulted in a cost reduction of \$5,000 and was delivered ahead of our marketing release
- Implemented Braze on our site to track and analyze engagement strategies
- Partnered with designers to ship a website that made educational audio and video content shareable and searchable

### Dovenmuehle Mortgage, Inc.

San Francisco, CA

*Software Engineer Team Lead*

2020 – 2021

- Led a team of 5 software engineers and 3 quality assurance engineers to successfully ship a feature that required adapting to mid-sprint changes without changing the timeline, the feature resulted in a considerable reduction in customer support calls
- Collaborated with business leaders, designers, and engineers to define implementation approaches for a mobile application with feature parity to the website
- Advocated for a team of engineers to learn mobile development with a goal to reduce development errors and expedite the launch of a mobile application that expanded our product offering and enhanced the customer experience

## SKILLS

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**Other skills :** Written and oral communication with technical and non-technical roles, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, cross-functional collaboration, attention to detail, Agile processes, Canva, data analysis, organization