

# MARCELA PORTO

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## SUMMARY

Economics student with growing interest in technology and entrepreneurship. Decided to dive into tech to create life changing tools, help change Brazil, and have fun in the process. Excited about simple solutions to complex problems, data driven decisions, and podcasts.

## SKILLS

**PROFESSIONAL:** Ruby, STATA, Eviews, RSPec, IBM SPSS, Sinatra, Rails, HTML/CSS  
**PROFICIENT:** Java, Javascript, Arduino, Jasmine, Rasberry Pi  
**LANGUAGES:** Portuguese, Spanish, English

## AWARDS

**1st place winner of Natura Ekos Hackathon, *Natura***

Mar 2016

- Hackathon developed by Natura Cosmetics, focused in innovative ideas that would bring the user closer to nature.
- One of the four members of the winning team, Quintal Mágico, the project won due to its market viability and simple way to connect the user to his backyard garden

## PROJECTS

Quintal Mágico (Magic Garden in portuguese)

Mar 2016 - Apr 2016

Project developed for the Natura Ekos Hackathon. A Python/Arduino web app that is connected to a humidity sensor. The user logs in to the app, inserts the sensor in the plant of choice, and tells the app which plant it is. The app sends the user a text message when it is time to water it.

Orbidia

Mar 2017

Sinatra application, connected to the Spotify API, that sends you suggestions of music based on the language and genre that you would like.

Awaken

Apr 2017

- Awaken attempts to make the unpleasant experience of waking up every morning more enjoyable. Our Ruby on Rails web app onboards a user and allows them to set preferences and a date/time for when they want to be woken up.
- PubNub's publish-subscribe technology connects the server to the Raspberry Pi, which will then turn on the television (or display of choice) and render the user's widgets page. A background job scheduler (ActiveJob) was used to listen to the time set by the user and activates the job when that time arrives. A widgets page will gently awaken the user at that time.

## EXPERIENCE

**Endeavor, *Research and Governmental Relations Intern***, São Paulo - Brazil

Mar 2016 - Dec 2016

- Responsible for a project with R\$500 000 (~= 160 thousand dollars) budget to generate new information and create an action plan regarding entrepreneurship in universities in Brazil.
- Was responsible for conceptualizing, defining the goals and questionnaires, dealing with providers, analyzing the data, writing and launching the report, video and infographic on the subject.
- The data was based on responses from 2230 students and 680 professors from all over the country.
- As a result, findings on the report generated a 5 page magazine article on ISTOE (brazilian magazine), a special journal on Estado de São Paulo, as well as more than 2000 downloads (Dec - 2016) on the report and +3000 views on the online video.

**Incubadora Tecnológica de Cooperativas Populares (ITCP - FGV), *General Coordinator***, São Paulo - Brazil

2013 - 2015

- ITCP is an incubator located inside the Fundação Getulio Vargas University, focused in supporting social cooperatives formed by low-income brazilians.
- When part of the program, was legally responsible for it regarding school or contractual issues, lead a tem of 20 students and early graduates and their activities, as well as was responsible for the maintenance of the organizational culture.
- When in projects, gave support to a network of cooperatives led by women (Mercosol), arranging and creating 5 fairs to support their practice. Also lead a research on the demographics of the people ITCP has supported, and the documentation of our practice, to guarantee standardization of action.

## EDUCATION

**Fundação Getulio Vargas**

BA Economics 2017

Located in São Paulo - Brazil

Problem-based learning curriculum

**Programming Methodology - CS106BR**

2016

Intensive 5 week course to learn Java using Stanford's Programming Methodology curriculum. Given by Brazilian students who attend Stanford as computer science majors to a class of 20 students (amongst 940 applications)

**Dev Bootcamp**

Full Stack Software Development 2017

19-week project-based training program for web development focused on pair programing, following MVC design pattern and RESTful architectures

Developed and maintained web applications with emphasis on Ruby, JavaScript, SQL databases, test-driven development

## VOLUNTEERING

**Global Volunteer Program | AIESEC**, Lima- Peru

Jun 2014 - Jul 2014

- Worked in the outskirts of Lima for 5 weeks in a non profit focused on providing hip hop classes and culture events to teens( La Nueva Semilla) directly with its founder, in the area of fundraising.
- Developed a briefing and institutional presentation for stakeholders, fully in Spanish, as well as initiating contact with major brands, such as Pepsi, to obtain financing. Left as legacy a guide to obtaine partnerships and contracts to do so in Spanish.