MARCELA PORTO

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in marcelaporto ⌂ marcelaporto

College student with background in economics 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

TECH STACK: Ruby, RSPec, HTML/CSS, Java, Javascript, Jasmine, Python, Arduino, Rasberry Pi
FRAMEWORKS, LIBRARIES AND SOFTWARES: Rails, Sinatra, JQuery, STATA, Eviews, IBM SPSS
LANGUAGES: Portuguese, Spanish, English

AWARDS

1st place winner of Natura Ekos Hackathon, *Natura*   Mar 2016
Nationwide 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

Awaken   Apr 2017
The Awaken web app allows the user to set the date/time they would like to wake up, and what information they would like to have at their disposal as they wake up, in the form of widgets (news, weather, commute time, etc). When set time comes, the display in which the Rasberry Pi is connected to turns on with a personalized display with the information. The display automatically turns off after a set amount of time. Developed with Ruby/Rails, Python, Rasberry PI, the PubNub API and several others for the widgets.

KeepYourCopy   Apr 2017 - Current
KeepYourCopy is a Chrome Extension that stores the last 15 bits of information the user has copied into his/hers computer's clipboard (Ctrl+C/ ⌘+C). In 'script' mode, everything the user copies to the clipboard goes to a Google Docs file automatically. Developed with Javascript, HTML/CSS, Google Drive API.

Orbidia   Mar 2017
The web app continually suggests music and films based on the countries/language and genres the user chooses. Other users from around the world help you connect to the media that you want to consume by making comparisons between artists around the world. Developed with Ruby/Sinatra, HTML/CSS, Javascript, Spotify and IMDB API.

EXPERIENCE

Endeavor, *Research and Governmental Relations Intern, São Paulo - Brazil*   Mar 2016 - Dec 2016
- Responsible for a project with R$500 000 (~= 160 thousand dolars) 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 ISTOÉ (brazilian magazine), a special journal on Estado de São Paulo, as well as more than 2000 downloads (Dec - 2016) on the report and +4500 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 as an alternative to unemployment.
- When coordinator of the program, lead a team 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.

EDUCATION

UC Berkeley Extension - San Francisco, CA
Machine Learning Using Python May-August 2017
Introductory course to identify, formulate and implement algorithms in Python to solve machine-learning problems. The course is part of the Certificate Program in Data Science as the Artificial Intelligence/Machine Learning requisite

DevBootcamp - San Francisco, CA
Full Stack Software Development 2017
18-week project-based 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

Fundacao Getulio Vargas - São Paulo, BR
BA Economics 2018
Curriculum designed as problem-based learning. In the QS World University Rankings by Subject, in partnership with Elsevier, FGV was rated the second best economics degree in Latin America.

Programming Methodology (CS106BR) - São Paulo, BR
July 2016
Intensive 5 week course to learn Java using Standford's Programming Methodology curriculum at Google Campus São Paulo. Given by Brazilian students who attend Stanford as computer science majors to a class of 20 students (amongst 940 applications)