

MICHELLE NAVARRO

Senior Software Engineer | Los Angeles, CA | michellenavarro83@gmail.com

EXPERIENCE

Taboola

A content discovery and native advertising platform

Los Angeles, CA

March 2021 - September 2023

Senior Software Engineer

- Implemented the React frontend and Java Spring Boot backend for Taboola's generative AI prompt helper tool, instrumental in driving over 50% of ad spend through Taboola's AI technology
- Collaborated across timezones with international teams to build an end-to-end notification flow, improving the adoption rate of Call To Action and Ad Description features by over 15%
- Reduced configuration complexity of AB testing functionality through refactoring legacy infrastructure, leading to fewer system and user errors
- Added analytics flows from frontend elements to MySQL and Vertica tables for Tableau and Google Analytics dashboards to better understand user behavior and app performance
- Interviewed, trained, and mentored interns and junior engineers

Full Stack Engineer

March 2018 - March 2021

- Productized, scaled, and documented a Node.js web crawler tailored for content review, reducing ad approval time by over 35% and enhancing data science models
- Created monitoring alerts for vital endpoints using Puppet, Ruby, Sensu, Grafana, and PagerDuty
- Developed, maintained, and added test coverage for client and server side features for the Taboola Ads campaign management platform, which involved using React, Jest, Java, and JUnit
- Contributed to features for Taboola Newsroom, a React Redux analytics web app for publishers
- Built dashboards and AB testing features on the Newsroom mobile app using React Native

Front End Engineering Intern

October 2017 - March 2018

- Improved user retention by 30% by optimizing the login flow of Newsroom's Chrome extension
- Updated the user interface and Node.js endpoints for Newsroom's Chrome extension

Watsi

A nonprofit healthcare crowdsourcing platform

San Francisco, CA

Full Stack Engineering Intern

May - August 2016

- Helped build an external Rails API and modified database schemas with Active Record migrations

Barnard College Information Technology

New York, NY

Network Infrastructure Intern

February 2015 - May 2016

- Managed Google accounts by scripting in Powershell and assisted in IT hardware maintenance

EDUCATION

Barnard College of Columbia University

New York, NY

Bachelors of Arts in Computer Science, Minor in Psychology

May 2017

SKILLS

Java, Spring, Maven, MySQL, Vertica, Ruby, Javascript, React, Redux, Node, HTML, CSS, XML, Airflow

AWARDS

CODE2040 Fellow 2016

San Francisco, CA

- Selected as 1 of 87 fellows from ~900 applicants for the CODE2040 summer career accelerator