Natalie Oldroyd

(480) 265 5378   natoh18@gmail.com   GITHUB   LINKEDIN

Authorized to work in the US / Canada / United Kingdom

SKILLS React, Redux, JavaScript, Python, SQL, Flask, Express, Node.js, Git, CSS, HTML5

PROJECTS

Sophora (JavaScript, React, Redux, Flask, Python, PostgreSQL, SQLAlchemy)   live | GitHub

- Leveraged local storage and Redux to persist cart contents between browser refresh.
- Designed responsive navigation by passing props between multiple React components.
- Built a dynamic shopping cart that calculates value and quantity and clears upon checkout using Material-UI / React components
- Implemented wishlist featuring allowing users to save products to their user profile
- Deployed to Heroku using Docker and actions on GitHub

ThrifTEE (JavaScript, React, Redux, Flask, Python, PostgreSQL, SQLAlchemy)   live | GitHub

- Implemented Redux to store product inventory data sent back from Flask API / PostgreSQL
- Built responsive cart using React components to open with user action improving UI experience
- Designed dynamic on-site product category navigation using React Router

SoundOm (Javascript, React, Redux, Express, PostgreSQL, Sequelize)   live | GitHub

- Built music player that plays and progresses to next track of user-uploaded audio files
- Implemented user to AWS data storage of audio tracks
- Enabled user ability to remove tracks, upload new tracks and update user information using React / Redux / PostgreSQL

EXPERIENCE

Digital Marketing Consultant

Freelance/Self-Employed   November 2018-November 2020

- Developed and implemented PPC, email marketing, and social media management campaigns for e-commerce businesses.
- Achieved 20-30% reduction in cost per click, and improvements in CTR of 30-50%

Founder/Owner

Yoga Democracy Inc.   2013-August 2018

- Built e-commerce activewear business from start-up to $800k+ annual sales
- Migrated e-commerce platform to Shopify from Wordpress
- Built total social media following to 75k
- Managed in-house team of 8 as well as half a dozen outside contractors
- Increased on-site conversion rate to 4% by developing improved checkout flow

EDUCATION

Full Stack Software Engineering- App Academy / Winter 2021

Masters, Real Estate Investment - Cass Business School, City University London / 2004

BA, Economics - Dalhousie University, Halifax, Nova Scotia / 1993-1998