

Natalie Oldroyd

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SKILLS React, Redux, JavaScript, Python, SQL, Flask, Express, Node.js, GraphQL, TypeScript, Git, CSS, HTML5, SQLAlchemy, Sequelize, PostgreSQL, Docker, Heroku

PROJECTS

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

- Leveraged local storage and Redux to persist cart contents between browser refresh.
- Built a dynamic shopping cart that calculates value and quantity and clears upon checkout using Material-UI / React components
- Implemented wishlist feature, allowing users to save products to their user profile using React, Redux, and PostgreSQL/SQLAlchemy
- 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

EXPERIENCE

Software Engineer

Expedia Group

September 2021-Current

- Introduced new informational feature on product detail page increasing revenue by \$1.6m
- Expanded price change notifications to control messaging adding \$370k in incremental gross profit
- Tested and debugged production code in React & Kotlin
- Communicated with internal teams and stake holders to develop solutions for improved user experience

E-commerce Store Manager

Freelance/Self-Employed

November 2018-November 2020

- Specializing in Shopify e-commerce businesses
- Created PPC (Google, Facebook, and Amazon) campaigns
- Created and deployed email marketing campaigns
- Managed social media strategy and growth
- Implemented Shopify website optimization, design, and maintenance
- 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 ~80k
- Managed in-house team of 8 as well as half a dozen outside contractors
- Oversaw product development from design to material sourcing and in-house manufacturing

EDUCATION

Full-Stack Software Engineering- App Academy, San Francisco / Winter 2021

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

BA, Economics - Dalhousie University, Halifax, Nova Scotia / 1995-1998