NICOLAI ROBLES

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SKILLS

Front-End
- HTML5/CSS3
- Javascript/Jquery
- Angular.js

Back-End
- Ruby on Rails
- Node.js
- Sinatra
- Express.js
- SQL

Other
- Ionic Framework
- Git/Github
- APIs
- Strategy
- Project Management
- Management
- Photoshop
- Video Editing
- Illustrator
- Digital Sketching

EDUCATION

University of Pennsylvania
B.A. Economics 2011

FULL-STACK DEVELOPMENT EXPERIENCE

General Assembly | Web Development Immersive   12/15 – 3/4

- **AI-Powered Tic Tac Toe – Javascript driven game**
  - Created game interface using Javascript & HTML/CSS
  - Programmed AI strategy logic using Javascript conditionals
  - Integrated multi-game capability using localStorage

- **General Assembly Wiki – Sinatra web application**
  - Designed and implemented Bootstrap-powered wikipedia
  - Created new user, login authentication, and password encryption
  - Integrated 'redcarpet' gem to allow markdown input

- **Goltracker – goal tracking app**
  - Designed Ruby on Rails application to allow tracking of goals
  - Implemented Twilio API to send users reminders about their goals
  - Used Materialize to style, Postgres, and background processes

- **Watch&Learn – Rated Video Curriculums**
  - Developing Ruby on Rails application to create curated video curriculums from YouTube
  - Collaborated with 3 team members to compile all working code

PAST EXPERIENCE

Macy's | Associate Manager, Marketing Strategy   8/13 – 10/15
- Developed and executed marketing strategies via large team Art Directors & photographers for Macy's private brands
- Led execution & analysis of campaign tactics, i.e., Digital Media, Direct Mail, and Social Media

Manager, Consumer Insights & Strategy   8/12 – 7/13
- Performed statistical analysis on customer survey data to assess customer attitudes and behaviors
- Developed surveys/sample size specifications/Powerpoint analysis shells on key strategic Macy's topics
- Identified market trends and shifts in product categories and sized business opportunities for buyers

Analyst, Consumer Insights & Strategy   6/11 – 7/12
- Supported Director in analyzing customer data and identifying key trends and shifts in customer behavior