

NATALY MENARES

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EMPLOYMENT HISTORY

Full Stack Developer (100% Remote) at [MikMak](#), New York NY

June 2021 – January 2023

- Software Engineer part of the Insights team working with **Vue.js**, **REST APIs**, **Postgres**, and **Big Query**.
- Implement dashboards with d3.js to help users understand their brands performance in social media campaigns.
- Contribute to MikMak's internal components library. Replace standard components with Vuetify components.
- Lead frontend implementation of the Shopper Intelligence feature that displays demographic information associated with the customers' brands and their campaigns.
- Develop a simulator for MikMak's Benchmarks feature, to help Product Managers to understand how the different restrictions and thresholds impact data displayed to customers and discover improvement opportunities for the user experience.
- Unit test every feature being added in order to ensure there is no negative impact to the user experience.
- Dispatch and analyze logs on **Amplitude** and **Datadog** to understand product performance and user experience.

Frontend Developer at [Lore IO](#) (Acquired by Alteryx), Sunnyvale CA

January 2019 – June 2021

- Propose, Design and Develop features with the **Ember.js** framework and **Semantic-ui** library..
- Proactively propose and implement different user experience workflows.
- Constantly collect colleagues and customers feedback to improve our product.
- Improve frontend application loading performance by 50%.

Marketing Engineer (100% Remote) at [SimpliRoute](#), Santiago, Chile

Jan 2017 - May 2018

- Analyze market-based keywords to manage their Adwords Campaigns and apply SEO techniques to generate more leads, resulting in 100% increase in demo requests within the first three months and reaching more than 300 new users on a monthly basis.
- Create Tableau dashboards to keep the company informed about marketing action-results.

Project Manager at [Movistar](#), Santiago, Chile

Aug 2015 - Sep 2016

- Manage Push Notification Advertisement Campaigns, increasing related revenue by 500%.
- Lead five partner integration projects as a stakeholder for technical teams from Movistar and partner companies.
- Mentor the team in database skills and tools to extract useful information about their projects and products.

Data Analyst at [Movistar](#), Santiago, Chile

Oct 2013 - Aug 2015

- Part of a multi-disciplinary team of data analysts and software developers identifying the key areas to bootstrap the company's Big Data department through data analysis of real time marketing campaigns.
- Work directly with Project and Product Managers to obtain key data and extract the necessary information to make impact based decisions about their projects.

SIDE PROJECTS

SomeWays

[Live Site](#) | [Github](#)

- JavaScript Project: Maze game, developed using JavaScript, HTML5 and CSS3.
- Used HTML5 canvas to draw and manage the main elements of the game: maze and ball.
- Implemented a maze generation algorithm such that a user can move a ball through the maze.
- The maze is created using cell-logic inside a matrix. Once the first cell is chosen randomly -among a pull of available options- the other options are blocked, the new position is the chosen cell, and it is time to pick the next one, repeating the process.
- Added different DOM Event listeners to simultaneously manage the one minute timer and the user's actions, such as ball movements and button inputs.

Knitting With Strangers

[Github](#)

- Full Stack clone of the now defunct [Tea With Strangers](#) website with extra features, developed using Ruby for Backend and React-Redux for Frontend.
- Implemented CRUD API in Ruby on Rails to power the React frontend: Users can create a Knitting Time or book/cancel a spot in an existing one. Also, any Knitting Time can be updated or deleted by its host.
- Used React Router for seamless transitions between different sections of the site.
- Added modals using Redux to update Knitting Times description and view Host Profile.

EDUCATION

- **Full Stack Web Development**, App Academy, San Francisco CA (Summer 2018 Cohort)
- **M.Sc in Marketing Management**, Universidad Diego Portales, Santiago, Chile (2015 - 2017)
- **Industrial Engineer Degree**, Universidad de Chile, Santiago, Chile (2011- 2012)
- **B.Sc. in Industrial Engineering**, Universidad de Chile, Santiago, Chile (2006 - 2010)