

# NATALY MENARES

(650) 250-6864

[nataly.menares@gmail.com](mailto:nataly.menares@gmail.com)

[Portfolio](#)

[LinkedIn](#)

[AngelList](#)

[Github](#)

---

## SKILLS

JavaScript, React.js, Redux, jQuery, HTML5, CSS3, SQL, Ruby, Ruby on Rails, Git.

## 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.
- Added different DOM Event listeners to simultaneously manage the one minute timer and the user's actions, such as ball movements and button inputs.

### LetsEat

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

*Website that randomly chooses a restaurant, developed using MERN stack for backend and React-Redux Cycle for Frontend.*

- Integrated Yelp API to give users the ability to search for a random restaurant after setting preferences related to geographic location, price level and current state (open or not).
- Integrated Google Maps API to display restaurant details returned from the Yelp API, their locations and allow users to get directions to the restaurant.
- Applied @keyframes in SCSS to make animations in buttons and loaders to improve UX and UI design.

### Knitting With Strangers

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

*Full Stack clone of [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.

## EXPERIENCE

### Marketing Engineer

*SimpliRoute, @San Jose, CA, US.*

Jan 2017 - May 2018

- Analyzed market keywords to manage Adwords Campaigns and apply SEO techniques, resulting in 100% increased in demo requests within the first three months and reaching more than 300 new users monthly.
- Created Tableau dashboards to keep the company informed about marketing action-results.

### Project Manager

*Telefonica, @Santiago, Chile.*

Aug 2015 - Sep

2017

- Managed Push Notification Advertising Campaigns, increasing related revenue by 500% through high quality data sets.
- Lead five projects at the same time, working side by side with technical teams from Telefonica and partner companies.
- Taught useful database skills and tools to colleagues to extract useful information about their projects and products.

### Data Analyst

*Telefonica, @Santiago, Chile.*

Oct 2013 - Aug 2015

- Worked side by side with three softwares developers and evidenced (by experimental real time campaigns and data analysis) how important it was to build a Big Data area in the company.
- Worked directly with Project and Product Managers to help them to get data and information to make relevant decisions about their projects.

## EDUCATION

**App Academy** - Immersive software development course with focus on full stack web development (Summer 2018)

**Universidad Diego Portales @Santiago, Chile** - M.Sc - Marketing Management (Summer 2017)

**Universidad de Chile @Santiago, Chile** - B.Sc. - Industrial Engineering (Spring 2012)