

# NATALY MENARES

<https://www.linkedin.com/in/nmenares/> | <https://github.com/nmenares>  
[nataly.menares@gmail.com](mailto:nataly.menares@gmail.com) | (650) 250-6864 | San Jose, CA 95126

---

## FRONTEND DEVELOPER

Dynamic, creative and meticulous Frontend Developer & Software Engineer with a background of success in dashboard reporting/management, software development, and overall feature development.

Front-End Development & Management | Project Management | Cross-Functional Leadership | Software Development  
Feature Development | Application Development/Management | Framework Development/Management

## PROFESSIONAL EXPERIENCE

---

MikMak | New York, NY

06/2021 – 01/2023

### Full Stack Developer

Software Engineer part of the Insights team working with Vue.js, REST APIs, Postgres, and Big Query. Contributed to MikMak's internal components library. Replace standard components with Vuetify components. Unit tested every feature being added to ensure there is no negative impact to the user experience.

- Implemented dashboards with d3.js to help users understand their brand's performance in social media campaigns. Charts such as Pie/donut, Bar, and Series were created to support data tables in 4 out of 5 features we had ownership of.
- Led frontend implementation of the Shopper Intelligence feature that displays demographic information associated with the customers' brands and their campaigns. This was a premium feature adopted by more than 50% of brands, that allowed them to have a better understanding about their customers' behavior and characteristics when managing e-commerce campaigns created through the MikMak platform.
- Developed a simulator for MikMak's Benchmarks feature, to help Product Managers to understand how different restrictions and thresholds impact the data displayed to customers and discover improvement opportunities in user experience. This simulator was used to convince the legal team to unlock some restrictions to increase the data displayed by 40% without compromising Nondisclosure Agreements (NDA).
- Dispatched and analyzed logs to Amplitude and Datadog to understand product performance and user experience. 95% of critical errors thrown by Datadog were completely traceable and handled thanks to dispatched messages.

Lore IO (Acquired by Alteryx) | Sunnyvale, CA

01/2019 – 06/2021

### Frontend Developer

Proposed, Designed, and Developed features with the Ember.js framework and the Semantic-ui library. Proactively proposed and implemented different user experience workflows.

- Constantly collect colleagues and customers' feedback to improve our product.
- Improve frontend application loading performance by 50%.

SimpliRoute | Santiago, Chile

01/2017 – 05/2018

### Marketing Engineer

Analyze market-based keywords to manage their Adwords Campaigns and apply SEO techniques to generate more leads.

- Created Tableau dashboards to keep the company informed about marketing action results.
- Increased by 100% demo requests within the first three months and got more than 300 new users on a monthly basis.

Movistar | Santiago, Chile

10/2013 – 09/2016

### Project Manager, (08/2015-09/2016)

Led five partner integration projects as a stakeholder for technical teams from Movistar and partner companies. Mentored the team in database skills and tools to extract useful information about their projects and products.

- Managed Push Notification Advertisement Campaigns, increasing related revenue by 500%.

# NATALY MENARES

<https://www.linkedin.com/in/nmenares/> | <https://github.com/nmenares>  
[nataly.menares@gmail.com](mailto:nataly.menares@gmail.com) | (650) 250-6864 | San Jose, CA 95126

---

## Data Analyst, (10/2013-08/2015)

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.

- Collaborated directly with Project and Product Managers to obtain key data and extract the necessary information to make impact-based decisions about their projects.
- Led Roaming campaigns using airport telecommunication antennas to prove the power of Geolocation and Real time campaigns. Roaming sales increased by 5%.

---

## PROJECTS

### SomeWays

- 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

- 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 & CREDENTIALS

**Full Stack Web Development** – App Academy; San Francisco, CA

**Master of Science (MS), Marketing Management** – Universidad Diego Portales; Santiago, Chile

**Industrial Engineer Degree** – Universidad de Chile; Santiago, Chile

**Bachelor of Science (BS), Industrial Engineering** – Universidad de Chile; Santiago, Chile