

NATALY MENARES

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[Portfolio](#)

[LinkedIn](#)

[AngelList](#)

[Github](#)

SKILLS

JavaScript, Ember.js, React.js, Redux, jQuery, HTML5, CSS3, Ruby, Ruby on Rails, SQL, Teradata, Tableau, Google Adwords, Google Analytics.

EXPERIENCE

Software Developer

[Lore IO](#), @Sunnyvale, CA, US.

Jan 2019 - Present

- Design and develop new frontend features using Ember.js framework.
- Improve frontend application loading performance by 50% in the last year.
- Propose and implement User Experience improvements.

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 2016

- 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.

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

[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.

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)