

Paula Laorga

Junior Front End Developer

PROJECTS

Recipe App / Vanilla Javascript

- Created a web app to fetch & display recipes from <https://www.themealdb.com/api.php> **free API** that enables users to create personalized shopping lists by selecting missing ingredients from their pantry.

Recipe App / React.js

Sep '23 - Oct '23

- Improved shopping list app enhancing the customization of the list by implementing a REST API that allows users to post their own recipes to the server & tailor their shopping lists using their personalized recipes.

Small businesses and personal Websites

Jan '15 - Jan '18

Using Wix, Wordpress and Shopify

EXPERIENCE

Design Consultant

Jul '23 - Present

King Living

Sydney, NSW

- Conducted in-depth client consultations using interviews & observations to understand their specific furniture needs. Optimized functionality & aesthetics by analyzing clients' living spaces & recommending furniture layouts through **interior design expertise**
- Enhanced client satisfaction by creating visually appealing presentations & mood boards using PowerPoint, leading to **increased client satisfaction rating**
- Ensured timely delivery & built lasting client relationships through **effective communication & tracking**. Educated clients on **furniture care, maintenance, & warranty information**.
- Boosted sales targets by 20% in 6 months amid a cost of living crisis, spearheading the implementation of an **Excel-driven system** to efficiently track showroom materials & manage stock levels, incorporating data analysis & process optimisation

References available upon request

Account Manager

Jun '18 - Dec '18

Promarba

Madrid

Softwares: SemRush, Google Keywords, Adsense, Meta Suite.

- Overhauled website and e-commerce design, resulting in significant SEO ranking enhancement.
- Orchestrated SEO and SEM initiatives, leveraging Google Analytics and SEMrush for strategies such as keyword optimization and competitor analysis.
- Bradened audience engagement via Email marketing on Mailchimp, tracked with Google Analytics.
- Enhanced client reporting and reduced costs through CRM system integration with Hubspot, while offering creative graphics support for Direct Marketing campaigns using Adobe Creative Suite and Photoshop.

Account Assistant

Oct '17 - Apr '18

BCW

Madrid

Softwares: Sysomos, Salesforce, Lithium and Crimson Hexagon

- Produced Social Media Clipping and Buzz Analytics reports for key clients utilizing Lithium and Sysomos tools.

CONTACT

☎ 0402510822

✉ paulalaorga@gmail.com

📍 Sydney, Australia

🔗 GitHub URL

in LinkedIn

🌐 Portfolio

ABOUT ME

What I believe sets me apart is that I am a well lived quick learner specimen that adapts quickly to any environment, just like a succulent.

I am self-taught and prior to my enrolment in Web development courses I voluntarily assisted in the development of websites taking the very likely risk to become schizophrenic. In any case, despite the obvious struggle, I felt in my element, since I loved the challenge and I get bored easily.

I am confident that my technical skills, my strong communication and teamwork abilities, make me a great addition any team.

With my background in Corporate Communication, Digital Marketing, Media and PR agencies I bring a unique 360° perspective to the table. My ability to navigate branding and storytelling is complemented by a solid understanding of budgeting, KPIs, ROI and the structure of online businesses.

I have a genuine passion for continuous learning, exploring different business models, and technology. I am eager to absorb knowledge and leverage it to contribute meaningfully to a company where I can grow as a professional. I am highly motivated by achievement

- Conducted thorough data analysis for Conversion Rate Optimization (CRO), Return on Investment (ROI), SEO, and SEM using Google Analytics.
- Provided creative support to the Graphic Design Department, leveraging Adobe Suite for asset development.
- Managed media monitoring via Crimson Hexagon, including English-Spanish/Spanish-English translation for global content reach, while building media relationships and contributing to content development and pitching efforts.

EDUCATION

Front End Development Transform Course	Jul '23 - Dec '23
Academy Xi - Sydney	
Diploma of Website Development	Aug '20 - Aug '21
Nortwest College - Sydney	
Master in Corporate Communication and Digital Marketing	Sep '17 - Jun '18
CESMA Business School - Madrid	
Bachelor of Arts in Media	Sep '08 - Jun '12
Universidad Antonio de Nebrija - Madrid	

and progress since I may be just a bit competitive (with myself only ;)).

TECHNICAL SKILLS

HTML5
CSS
Saas
Bootstrap
JavaScript
React
Node
Ruby
PHP

HUMAN LANGUAGES

English (Professional) and Spanish (Native)