

Paula Laorga

Junior Front End Developer

PERSONAL PROJECTS

Art History App / Vue.js and REST API May '24 - Jul '24

<https://art-history-app.onrender.com/#/>

- Responsive App to browse through historical art periods and representative artworks and tailored REST API hosted on render.com

Portfolio / Vanilla Javascript Oct '23 - Jan '24

<https://paulalaorga.github.io/>

Custom Shopping List App / React.js Sep '23 - Oct '23

<https://paulalaorga.github.io/phase2-project/>

- 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.

Shopping List App / Vanilla Javascript Aug '23 - MMM 'YY

<https://paulalaorga.github.io/pantr-e/>

- 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.

Small businesses and personal Websites Jan '15 - Jan '18

Using Wix, Wordpress and Shopify

EXPERIENCE

Front-End Developer Apr '24 - Present

Factory AI Sydney, NSW

Softwares:

- Jira Agile Project Management, Notion.
- Next.js (Typescrit), Tremor, Vercel.
- Back-end: Amazon AWS Amplify
- Assisting with the development of a Software in tasks like responsiveness, adding functionalities and improving performance.

Design Consultant Jul '23 - Present

King Living Sydney, NSW

- Client consultations using interviews & observations to understand their specific needs. Optimized functionality & aesthetics by recommending furniture layouts.
- Presentations & mood boards using PowerPoint to **increase client satisfaction**.
- 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 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.


CONTACT


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 Portfolio:
paulalaorga.github.io/

ABOUT ME

What I believe sets me apart is that I am a quick learner who adapts quickly to any environment.

Prior to my enrolment in Web development courses I voluntarily assisted in the development of websites and despise the obvious struggle, I felt in my element. I loved the challenge to constantly problem solve.

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

With my background in Corporate Communication, Digital Marketing, Media and PR agencies I bring a unique 360º 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 and progress since I may be just a bit competitive (with myself only ;)).

- 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.
- 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

TECHNICAL SKILLS

HTML
CSS
Saas
Bootstrap
JavaScript
React
Node
Ruby
PHP
APIs
Architecture
CSS
Front End
Git

HUMAN LANGUAGES

English (Professional) and Spanish (Native)