

Joana Piovaroli

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PROJECTS

Schedule App (*Spring Boot, Hibernate, MySQL*) | github

- Manage the schedule, workshops and speakers of a conference.
- Front end templates in Thymeleaf with Bootstrap.

Time Tracker (*Spring Boot, Hibernate, MySQL*) | github

- Set a goal, track time for different activities and check your progress.
- Front end templates in Thymeleaf with Bootstrap.

Zoo Admin (*Java, Swing*) | github

- Desktop app to administrate a zoo park (users, species, habitats and itineraries)

WORK EXPERIENCE

CRM Lead - AstraZeneca (01.2016 - 12.2019)

- Manage the Salesforce platform, data feeds and CRM operations.
- Develop ongoing reports, analyses and dashboards to drive key business decisions.
- End-to-end project planning, implementation and user training.
- Tools: MS SQL Server, Salesforce Veeva, Reltio Data Management.

BI Analyst - Falabella (10.2015 - 01.2016)

- Analyze customer databases to build email and SMS campaigns.
- Track response, open rate, clicks, conversion and other KPIs to evaluate effectiveness.
- Provide weekly/monthly/ad-hoc reporting and actionable insights.
- Tools: MS SQL Server, Salesforce Marketing Cloud, SPSS Modeler.

Trafficker - Ad Operations - GroupM (03.2015 - 10.2015)

- Set-up online campaigns and monitor campaign delivery.
- Perform QA and technical specs for display, mobile and video campaigns that go live.
- Resolve technical issues that affect tracking, implementation or reporting.

SKILLS

Java, Spring Boot, Hibernate, Maven, REST APIs, SQL, Git
English (fluent), Spanish (native)

EDUCATION

Universidad Tecnológica Nacional

Tecnicatura Superior en Informática Aplicada (2017- 2019)