

# 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**

Applied Computer Science Degree (2017- 2019)

Bachelor's Degree, Education Technology (expected 2020)