

# Benjamin Aronov

People | Products | Process

☎ +972-53-220-8231

✉ benjamin@benyas.com

 /benjamin-aronov  ruskibenya  @benjaminaronov  @AronovBenjamin

## Tech Toolkit

Ruby on Rails Javascript Git SQL PHP C HTML5 CSS Bootstrap

AGILE LEAN Whimsical Trello Slack G Suite Figma Public Speaking

## Experience

**Fullstack Developer + Project Manager at Battata.io** 2019 - present

- Instituted missing visualization tools (db schema diagram, UI prototype), organizational procedures (standardized meetings, established clear roles, client objectives)
- Front-end development of check-out process connecting with payment processors
- Payment processing API improvements reducing client costs by 3%

**Developer Relations Manager + Teacher at Le Wagon** 2018 - present

- Implemented 6 key new product offerings to students that resulted in direct KPI improvements: increased applications (78%), increased enrollment (31%), user generated content (90%), daily active alumni (400%)
- 100 Net Promoter Score (NPS) in customer satisfaction, 15% increase
- 100% increase in WOM marketing (Course Report, Switchup, and Google)
- Oversaw development of 28 full production web applications
- 20+ original external speakers and events, increased brand visibility
- Led 10+ workshops for external audience, bridged new community partners

**Founder at Amir App** 2018 - present

- Developed Product Roadmap, Strategic Hierarchy, User Personas, Wireframing, Lean Canvas
- Pivoted project to Flutter to meet necessary technological needs based on user feedback
- Rigorous user testing of prototype

**Founder at Benya's Bagels** 2017 - 2018

- Developed strategic industry partnerships and secured b2b orders
- Produced unique brand identity

## Education

- **Le Wagon Tel Aviv** - Full Stack Web Development Certification
- **Launchcode LC101** - Harvard CS50 Certification
- **Tulane University** - BA Philosophy + Economics