



Sarah Walloga

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NYC based former marketer/excel power user turned application developer with extensive experience in analytics & managing business technologies. Seeking opportunities to work on the front-end or back-end of exciting web applications.

EDUCATION

App Academy (Fall 2018)

1000-hour immersive full-stack web development course with <3% acceptance rate.

Focused on: TDD, scalability, algorithms, OOP, coding style, REST, security

New York University (Spring 2012)

Stern School of Business

BS - Marketing and International Business

EXPERIENCE

Marketing Planning Manager

L'Oreal USA- NYC

Mar 2016 - Sept 2018

- Advised marketing team based on channel analytics and market insights to drive trade promotion effectiveness, yielding increased net sales of over \$900k in one program.
- Standardized excel based reporting including budget management and streamlined marketing planning process.
- Coordinated with IT for marketing group, tracking & managing bugs/enhancements to various business applications.

Sales Operations Analyst

Mike's Hard Lemonade

Sept 2014 - Oct 2015

- Produced sales operations reports on a weekly, monthly and quarterly basis driving distribution gains and brand growth.
- Coordinated IT requests for sales organization by documenting requirements, performing testing and communicating rollout activities to business users.

EXPERTISE

Ruby • Rails • RSpec • JavaScript • Git • jQuery
React.js • Redux • SQL • HTML5 • CSS3

PORTFOLIO

BeerPal

[Live Site](#) | [Github](#)

A feature-rich, RESTful single-page application inspired by MealPal which uses Ruby on Rails, PostgreSQL, JavaScript, React, and Redux.

- Employs Google Maps API to show beer deals in any of the listed cities with markers at latitude/longitude locations
- Leverages Rails custom validations to ensure uniqueness of deal reservations by user and day
- Utilizes React's diffing algorithm to minimize re-renders, resulting in a seamless user experience

Fruit Frenzy

[Live Site](#) | [Github](#)

A Candy Crush inspired game with a healthy twist, built using HTML Canvas, JavaScript, and CSS.

- Allows click and drag tile swapping for intuitive playing and displays live user score seamless UI
- Implemented with custom algorithm to identify clusters of three or more like tiles, remove and replace with new tiles at random
- Animates movement of falling tiles through incrementing tile image x/y coordinates in canvas

DataBasic

[Github](#)

A lightweight Ruby ORM library.

- Connects objects to the tables that they represent for ease of database manipulation.
- Reduces need for raw SQL queries through a variety of methods including where, find, all, insert, update and more.
- Focuses on convention to determine naming of tables, keys and associations.