

# VERÓNICA ALCALÁ VERA

## JUNIOR FULL STACK WEB DEVELOPER

[Github/valcalav](#)  
[LinkedIn](#)  
[My website](#)

### ABOUT

I am a goal-oriented front-end junior web developer with a corporate communications and PR background, enthusiastic about constantly learning new technologies and building, modifying, and fixing amazing web applications. I bring a broad range of abilities to any team I am part of, such as strategic thinking, problem-solving, and teamwork skills.

Looking for a junior web dev position where I can grow and develop my skills.

***\*I have a valid visa to work in Spain.***

### LANGUAGES

- English (bilingual)
- Spanish (native)

### CONTACT INFORMATION

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Madrid, Spain

### EDUCATION

#### Ironhack (Madrid, Spain)

##### Full Stack Web Development Bootcamp | 2021

- Front-end: React.js, JavaScript, Bootstrap, HTML and CSS.
- Back-end: Node.js, Express.js, MongoDB, Mongoose, Handlebars.
- Good development practices: Focus on clean code principles, design patterns and test driven development (TDD).

#### Los Andes University (Bogotá, Colombia)

##### Master in Journalism | 2016-2018

#### Andrés Bello Catholic University (Caracas, Venezuela)

##### Bachelor in Literature | 2009-2014

### WEB DEVELOPER PROJECTS

#### BookTogether

##### Create or join book clubs and meet new people.

- Used React.js, Node.js, Express.js, MongoDB and React Bootstrap.
- APIs: Google Book & NYTimes Books.

#### Bolo Wizard

##### Web app to find music events close to you.

- Used Node.js, Express.js, MongoDB, Mongoose, HBS, and Bootstrap 4.
- APIs: Ticketmaster, Google maps, Google places, Spotify.

### WORK EXPERIENCE

#### Insurance Agent (Madrid, Spain)

##### Transcom | Jan 2020 - Jan 2021

- Counsellor customers on choosing the insurance cover that's right for their needs.
- Negotiated renewal prices with the company's clients and achieved KPI targets within the Customer Retention Team.
- Fully remote position that required working within a 10-person sales team.

#### Corporate Communications Consultant (Bogotá, Colombia)

##### Dattis Comunicaciones | Jun 2017 - Aug 2019

- Designed and implemented internal and external communications strategies based on the resulting interpreted data of a previous communication audit.
- Developed internal communications strategies for the digital transformation of traditional companies.
- Liaised between the company's representatives and those of interest groups to establish cooperative relationships.
- Collaborated within a 4-person team to advise clients on emergency communications plans for the management of reputational crisis.
- Developed and maintained clients media visibility reports to support data driven decision on the team's PR strategies.

#### Product Marketing Assistant (Bogotá, Colombia)

##### Fundación Arte y Escritura | Feb 2015 - Jul 2015

- Initiated and designed an email marketing campaign which obtained a 20% increase in sales.
- Authored content for the weekly newsletters sent to prospective clients.
- Fully remote work.

### SKILLS

- |            |              |              |        |
|------------|--------------|--------------|--------|
| - REACT.JS | - EXPRESS.JS | - JAVASCRIPT | - HTML |
| - NODE.JS  | - REDUX      | - MONGODB    | - CSS  |