

# Veronica Erick

Front End Engineer

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## TECHNOLOGIES

Languages | JavaScript, ES6, HTML5, CSS3, LESS, SASS, Python  
Frameworks/Libraries | React, Redux, Flask, jQuery, Bootstrap  
Database/Industry Tools | PostgreSQL, SQLAlchemy, Git, GitHub  
Tools/Software | Photoshop, Sketch, Balsamiq, Heroku, Jest

## WORK EXPERIENCE

Front End Engineering Intern - Audience Team Sept 2016 - Jan 2017  
*Sprinklr, San Francisco, CA*

- Scoping, building, maintaining features and components of the audience platform with React, Redux, ES6
- Implementing design/UX and optimization improvements to the platform UI
- Created various data visualizations/graphs using D3/C3 to display API data from the Facebook API
- Working with front-end team to add functionality to core user-facing/audience interfaces and forms

Web Development Intern June - August 2016  
*One Day Labs, Santa Rosa, CA*

- Part-time 6 week apprenticeship, hands-on training in PHP and CMS system development
- Advanced training on HTML, CSS, Javascript and Wordpress development
- Building websites in one day using agile methodology in a team of design engineers

Marketing & IT Program Manager 2011 – 2016  
*Ellen Blakeley Studio, Santa Rosa, CA*

- Managed IT and web based projects and issues including development of the company website and features, development of online marketing materials, e-campaigns, social media accounts, paid advertising, PR and SEO
- Improved product marketability through research and analysis of new market opportunities

Associate & IT Program Manager 2014 – 2016  
*California Financial Services, Santa Rosa, CA*

- Managed all online materials including website, client database and CRM database
- Implemented document automation software company-wide to improve efficiency
- Implemented media monitoring applications company wide to track client activity
- Built and maintained new websites for new branches of the firm as needed

Marketing & Event Management Intern 2013  
*Lagunitas Brewing Company, Petaluma, CA*

- Used proprietary CRM software to track all activities/communication with customers and partner
- Drafted data analysis reports on potential partnerships based on social media presence

## EDUCATION AND TRAINING

Hackbright Academy - *Software Engineering Fellow* 2016

UC Berkeley - *B.A. Business, Neuropsychology & Design Engineering* 2014