

Victoria Vela

Software Engineer

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I am a software engineer who is energized by collaborating with team members to solve complex problems. Prior to becoming a software engineer, I spent 9 years in consumer goods sales where I successfully managed multi-million dollar accounts for retailers such as Walmart, Costco, and Whole Foods. As a web developer, I have a passion for improving user experience and am energized by delivering technology-based solutions.

SKILLS

Languages - JavaScript, Python, HTML, CSS, | **Databases** - Relational (PostgreSQL), NoSQL (MongoDB)

Libraries and Frameworks - React JS, Express.js, Bootstrap, Materialize

Other - RESTful Routing, MVC architecture, object-oriented-programming, version control

Soft Skills - Collaboration, Time-Management, Leadership, Detail-Oriented, Strategic, Negotiation

SOFTWARE DEVELOPMENT PROJECTS

[Gift Planner](#) | An application for housing gift ideas

October 2022

- Single-handedly built a full stack **Python/Django** application with full **CRUD** and **User Auth** functionality.
- Used a relational database; **PostgreSQL** to implement a one to many relationship allowing users to add gift ideas to their respective boards
- Utilized **Materialize** framework and Flexbox to create a polished front end user interface.

[Books2Read](#) | App to browse and find your next book to read

September 2022

- Developed a **React JS** application with functional components utilizing the New York Times Books API
- Leveraged **React Router** and Integrated third party **API** calls into application to send GET requests
- Created a responsive, mobile friendly layout utilizing custom **CSS (Flexbox, media queries)**

[LandPost](#) | App for travel bloggers

August 2022

- Developed a **Full-Stack Express** app for travel bloggers using the **MEN (MongoDB/Mongoose, Express.js, Node.js)** stack to handle full **CRUD** operations
- Collaborated with two other software engineers to plan and build out application utilizing version control and regular check-ins to ensure we hit our deadline
- Implemented User Authentication and Authorization in backend as well as Flexbox on front end to enhance the user interface

[War Card Game](#) | A browser based card game

July 2022

- Utilized **HTML, CSS, & JavaScript** to develop a web-based card game
- Implemented JavaScript for game logic such as card shuffle, war, and win/loss functionality. Implemented DOM manipulation to render the game in user-friendly format
- Applied a dynamic layout using **Flexbox** to control the user interface of the application

PROFESSIONAL EXPERIENCE

General Mills Inc. | Minneapolis, MN

August 2013 - June 2022

Customer Account Manager - Blue Buffalo Division (Albertsons)

January 2022 - June 2022

- Partnered with Albertsons corporate buying team through regular touchpoints and strategy sessions to achieve strategic objectives
- Grew distribution and dollar share by working with cross-functional teams to create and execute winning plans
- Maintained up to date forecasts which resulted in achieving our budgetary and sales volume goals
- Utilized syndicated data to influence merchandising and distribution decisions at Albertsons resulting in year over year sales growth

Customer Account Manager (Whole Foods & Nat/Org East)

October 2018 - January 2022

- Collaborated with marketing and finance to develop seasonal display plans resulting in year over year dollar sales growth
- Analyzed and executed a more efficient merchandising plan worth 3% budgetary savings over the year prior

- Negotiated the addition of three new items to the assortment which led to year over year distribution and dollar growth

Trade Planning Lead (HEB, Meijer, Publix)

February 2018 - October 2018

- Managed the centralized planning team on the Cereal business unit
- Supported customer teams by providing trade, volume, and forecasting strategies and solutions
- Utilized syndicated data to create sales decks for customer teams to leverage resulting in distribution gains on shelf

Trade Planning Lead (Walmart)

August 2013 - February 2018

- Profitably managed General Mills' multi-million dollar trade budget for Walmart Snacks business
- Accurately forecasted sales volume outlook to deliver on key strategic business and financial targets

EDUCATION

General Assembly | Remote

July 2022 - October 2022

Software Engineering Immersive

Full-stack software engineering immersive student in an intensive, twelve-week, 450+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies. Developed a portfolio of individual and group projects.

University of Arkansas, Sam M Walton School of Business | Fayetteville, AR

Graduated May 2013

Bachelor of Science, Business Administration (Marketing)

GPA: 3.77