

# Victoria Vela

## Software Engineer

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I'm a software engineer with a background in sales who is energized by collaborating with team members to solve complex problems. I have a strong 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

### 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 many 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)**

- Partnered with Albertsons corporate buying team on strategic objectives through regular touchpoints and strategy sessions
- 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 YOY sales growth

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

- Collaborated with cross functional partners to develop plans that drove annual distribution and dollar growth
- Partnered with broker to drive strategic initiatives through to the retailer store level
- Delivered volume, distribution, and budgetary and budgetary goals

##### **Trade Planning Lead (HEB, Meijer, Publix)**

- 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.

#### **Various Progressive Sales Roles (Costco, Walmart)**

- Strategically managed holistic General Mills business for Costco
- 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 2013**

#### *Bachelor of Science, Business Administration (Marketing)*