

## NATALIE PEREZ | Software Engineer

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Software engineer with a strong foundation in full-stack and front-end development, utilizing technologies like React, JavaScript, Python, and Django. Leveraging a background in marketing and education to create user-centric applications that function efficiently and meet end-user needs.

### SKILLS

**Languages** - JavaScript, HTML, CSS, Python, SQL, JSON

**Databases** - PostgreSQL, MongoDB | **Other** - RESTful Routing, JSON API

**Libraries and Frameworks** - React, Node.js, Express.js, Django, Bootstrap, Bulma, Material UI

**Interpersonal Skills** - Highly collaborative, strategic problem solver, strong written and verbal communicator

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### PROJECTS

**Refrain** | [Front End](#) | [Back End](#) - React.js, Django, PostgreSQL, OpenAI API 07/2023

*An AI-powered mental health app that won first place in General Assembly's summer hackathon*

- Developed the app's mobile-first interface using **React** and **Material UI**.
- Leveraged Axios for API calls to a **Django** backend connected to a **PostgreSQL** database.
- Constructed the API call from our Django backend to the Open AI Chat Completions API.
- Collaborated in a cross-functional team of UX designers and software engineers and pitched the concept to a panel of industry judges.

**Quest Runner** | [Front End](#) | [Back End](#) - MERN stack (MongoDB, Express.js, React.js, Node) 03/2023

*A gamified tasks app for kids and parents, that won Crowd Favorite at General Assembly's spring hackathon.*

- Engineered REST APIs using **Node.js** and **Express.js** for seamless communication between back-end and front-end, highlighting **API** expertise.
- Configured a **MongoDB** database and implemented authentication and authorization, highlighting backend proficiency.
- Utilized **React** for component creation and state management, demonstrating front-end expertise.
- Teamed up with UX designers and software engineers in a 4-day sprint, showcasing effective communication and teamwork.

**FitCheck** | [Front End](#) | [Back End](#) - MERN stack (MongoDB, Express.js, React.js, Node) 01/2023

*A full-stack Instagram-style web application for documenting and sharing fitness journeys.*

- Crafted a full-stack application with a **React** frontend that consumed an **Express API** on the backend.
  - Wireframed and planned UI design of application using **Canva**, highlighting the importance of user experience.
  - Managed **CRUD** operations with **RESTful API** fetch calls and conducted backend testing using **Postman**.
  - Collaborated with two software engineers in a one-week sprint, practicing Git control and frequent commits until deployment.
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### EXPERIENCE

**Founder / Mentor - Thriving Yogi** | Remote 04/2020 - 11/2022

- Established and nurtured a free Facebook community of 3,000 members, focusing on collaboration, user engagement, and leveraging digital marketing strategies.
- Grew an email list to 1,800+ subscribers using a digital marketing focus and leveraging web technologies, such as landing pages, opt-in forms, and social media.
- Conceptualized, marketed, and sold mentorship programs and courses, resulting in 135 sales totaling \$47,000 in revenue, demonstrating strong project management and problem-solving skills.

**Founder / Content Creator - Roaming Yogi** | Remote 01/2018 - 06/2020

- Created and grew the Roaming Yogi YouTube channel to 11,000 subscribers, demonstrating a strong understanding of digital media, user experience, and community building.

- Developed and maintained the Roaming Yogi website on WordPress, showcasing hands-on experience in web technologies and site optimization.
- Utilized SEO, landing pages, and opt-in forms to grow an email list of 2,500+ subscribers, highlighting proficiency in web marketing tools.

**Writer, B2B & B2C Email Marketing - CavalryHQ | Remote**

06/2016 - 06/2017

- Initiated 100+ new contacts per week to clients' contact list through sales prospecting, demonstrating ability to use web technologies to expand business reach.
- Conducted web research to gather valuable industry information and insights about hundreds of prospects.
- Crafted personalized, high-performing, B2B & B2C emails, optimized to convert to sales, reflecting understanding of user engagement and digital communication strategies.

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## EDUCATION

**General Assembly | Remote**

10/2022 - 02/2023

Software Engineering Immersive

- Completed an intensive full-stack web development program covering frontend (React.js, CSS, JavaScript) and backend (Node.js, Express.js, Python) technologies, MVC frameworks, and database technologies (MongoDB, PostgreSQL).
- Collaborated on multiple projects demonstrating version control and teamwork.

**CUNY Hunter College | New York, NY**

2014

Master of Science (MS) in Early Childhood Education with Bilingual Extension

- Focused on curriculum design, communication, and creating engaging, user-friendly content in diverse environments.

**Northwestern University | Evanston, IL**

2007

Bachelor of Science (BS) in Journalism with a Minor in Spanish

- Developed strong communication skills in English and Spanish.
- Gained experience in multimedia storytelling, web technologies, and fast-paced, deadline-driven environments.