

# Jennifer Arboleda

## Software Engineer

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## Skills

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JavaScript, MERN Stack (MongoDB, Express, React, Node), Angular, HTML, CSS, Bootstrap, APIs, JQuery, ES6, MVC paradigm, Progressive Web Apps (PWA), Heroku, SQL, NoSQL, MongoDB, Sequelize, Git, Agile methodology, Object-oriented programming, Testing (unit testing, integration testing, etc.), JWT

## Work Experience

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### In-Market Video Performance Manager | Cars.com | Dec 2021 - Oct 2022

- Utilized advanced analytics tools (Google Suite, Google Analytics, Google Data Studio, proprietary data, Tableau) to track KPIs, gain user insights, and drive data-driven campaign adjustments.
- Spearheaded new hire processes, training checklists, and curriculums for the Performance Management team, leading successful group trainings and cross-departmental initiatives.
- Delivered targeted recommendations and optimized campaigns based on comprehensive data analysis.

### Account Executive / Senior Account Executive | Cars.com | Oct 2019 - Dec 2021

- Cultivated and nurtured relationships with a diverse portfolio of 150+ car dealerships, driving a substantial \$1.9M in annual revenue through consultative selling and tailored solutions
- Successfully addressed customer pain points and goals by effectively utilizing various communication channels to sell products and services, ensuring customer satisfaction and retention.
- Consistently exceeded sales targets, achieving an outstanding 150% of the sales goal and generating \$2.85M in revenue in FY20..

## Technical Projects

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### Queerently Watching | [GitHub](#) | [Live App](#)

*Community platform fostering LGBTQ+ inclusivity by facilitating the sharing and exploration of authentic queer narratives in film and television, fostering connection and celebration of diverse representation.*

- Incorporated The Movie Database (TMDb) API to dynamically fetch and display movies and shows within the application.
- Implemented search function

### Ecommerce Back-end | [GitHub](#)

*A back end for an e-commerce site, enabling users to manage a database.*

- Manipulates categories, products, and tags through various API routes using Express.js, Sequelize, and MySQL.

### Simple Quiz | [GitHub](#) | [Live App](#)

*Interactive, timed JavaScript quiz with 8 multiple-choice questions will test some basic coding knowledge.*

- Tracks and displays the user's score and provides immediate feedback on the selected answers.
- Uses local storage to save the user's score and initials.

## Education

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### Northwestern University

**Software Development Certification** | Evanston, IL | March 2023 – 24-week intensive program in web development fundamentals, frameworks, databases, version control, programming paradigms, software testing, and methodologies.

### Northeastern Illinois University

**BA in Communication, Media, and Theater** | Chicago, IL | May 2018