

Nicolai Robles

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GitHub: github.com/nicolairobles

Portfolio: nicolairobles.com

LANGUAGES AND TECHNOLOGIES

- **Proficient:** JavaScript, React, Node.js, Express, SQL, PostgreSQL, MySQL, MongoDB, AWS (EC2, S3, Lambda, ELB, RDS), GCP, Unix/Linux, Vagrant, GSuite APIs, Webpack, Gulp, jQuery, HTML5, CSS3, Sass, LESS, Git
 - **Exposure:** Redux, Python, D3.js, Vue.js, PHP, AngularJS
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PROFESSIONAL EXPERIENCE

Nielsen (Connect Division) | Full Stack Developer | New York, NY (Remote) Jul 2017 - Present

- Developed automated request management app using JavaScript, Vue.js, Mocha, Chai, Google Apps Script, and Apps Script CLI, reducing project management by ~20 hours per week.
- Automated transfer of email unsubscribe list to Salesforce servers by developing tool in Python, GCP (Cloud Function, Cloud PubSub), and Google Apps Script, eliminating ~10 hours per week of manual updates.
- Created custom dynamic content block in WordPress using JavaScript, React, PHP, and Gutenberg WordPress, reducing manual updates by at least 20% per week.
- Automated data ingestion into WordPress through developing cron job to parse XML data using JavaScript and MongoDB, eliminating ~3 hours per week of manual work.
- Engineered self-service Google Meets attendance reporting system using Google Apps Script, Google Sheets, and Google Admin API, servicing ~50 requests per week.
- Improved QA process by monitoring for and identifying broken links with web crawler using headless Chrome browser, Google Compute-Engine Virtual Machine, JavaScript, and BigQuery, eliminating 95% of broken links.
- Built tool to translate large or small amounts of text across multiple languages using DeepL API, Google Apps Script, and Google Translate API, saving company over \$5,000 on translation costs per year.

Nielsen (Digital Marketing) | Full Stack Developer | New York, NY Jul 2016 - Jul 2017

- Built [Nielsen Ratings Academy](#) web platform in JavaScript, AngularJS, Node.js, Express, MongoDB, AWS (EC2, ELB), and KeystoneJS CMS, educating 500+ industry researchers, academics, and college students yearly.
- Created [Nielsen Around World](#) campaign website using Mapbox, Instagram crawler, PostgreSQL, Node.js, and AWS (RDS), generating traffic from over 1,000 potential corporate clients per week during campaign lifetime.

Macy's | Manager, Marketing Strategy | New York, NY Aug 2013 - Oct 2015

- Analyzed marketing spend and marketing campaign effectiveness using Excel and PowerPoint, optimizing KPIs and marketing spend allocation.
- Created marketing strategies across all channels, leading team of graphic designers, photographers, project managers, and outside agencies, reaching market share targets within 10 percentage points.

Macy's | Manager, Consumer Insights and Strategy | New York, NY Aug 2012 - Jul 2013

- Monetarily quantified market share growth opportunity by customer segments using Excel and PowerPoint, creating strategic corporate targets for buyers and planners.

Macy's | Analyst, Consumer Insights & Strategy | New York, NY Jun 2011 - Jul 2012

- Analyzed purchasing data, qualitative custom research, and syndicated market data using Excel, SQL, and Tableau, informing corporate strategy.
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EDUCATION

University of Pennsylvania, B.A. Economics

May 2011

PROJECT WORK

Request Management App | Software Engineer | [live](#) | [code](#) Jan 2019 - Present

Open-source request management app that integrates with Google Sheets and Forms to handle administrative tasks.

- Automated emails, folder, brief, and Trello card creation, and syncing process across Google Sheets and Trello utilizing Google Apps Script, Trello API, GSuite APIs, Google Sheets, and Docs.
- Created application UI that makes updates to Google Sheets using JavaScript, Vue.js, Mocha, Chai, Webpack, Grunt, Google Apps Script, and Apps Script CLI.