

EDILMA RIANO

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WORK EXPERIENCE

Moned LLC (Software Engineer, Project Manager & Digital Marketer)

Boca Raton, FL
2019 – 2022

- Worked on the development of a lead generation project for a client using C# MVC design and .NET Entity Framework Core.
- Coded logic for inserting and uploading leads to the MS-SQL backend
- Implemented client-based lead scoring queries using LINQ resulting in a higher value.
- Developed and executed streamlined workflows for clients to automate marketing processes using Zapier and other NoCode tools
- Created user flows, wireframes and other technical planning for the creation of customer products
- Worked in the creation of responsive landing pages and microsites for clients
- Installed and managed Google analytic tools for clients
- Generated comprehensive documentation ranging from initial requirements gathering to the end-user instructions
- Utilized GitHub for software source control.

Absolo Marketing (Junior Programmer & Online Marketer)

Aventura, FL

- Designed and launched multiple e-commerce microsites
- Created and maintained product feeds for several ecommerce marketplaces
- Conducted successful customer acquisition campaigns using Google AdWords and Microsoft Adcenter
- Implemented A/B testing experiments to optimize paid campaigns performance
- Installed and track ecommerce metrics using Google Tools
- Managed the analysis of business data using Google Analytics and Webmaster Tools.

SKILLS

Technical Skills

- **Programming Languages:** C# | NodeJS | JavaScript | Typescript | Python | Semantic HTML | CSS
- **Frameworks:** React | React Native | Express | .NET Core | .NET MVC | Razor | Flask
- **Databases:** SQL | MySQL | MongoDB | Firestore
- **Technologies:** RESTful API | AWS | Google Cloud Platform | Firebase | Git Bash | Bootstrap | Clean Code
- **Tools:** Google Analytics | PPC Adwords | Zapier | Visual Studio | Postman | Linqpad

Languages: English and Spanish

EDUCATION

BocaCode Software Engineering

Boca Raton, FL
March 2023

Computer Programming

Palm Beach College Boca Raton, FL

Computer Programming

2018

Universidad Industrial de Santander (UIS)

Colombia

BS, Industrial Engineering

PROJECTS

LEAD SEGMENTATION AND DELIVERY SYSTEM

Feb 2023

[LIVE](#) | [REPO](#)

Developed a lead delivery system that catered to specific buyer criteria. Backend development was done using Node.js and Express, with a Restful API deployed on Google Cloud Platform. The front end was built using React and Bootstrap and hosted on AWS. Database management was done through MongoDB hosted on Azure.

AUTOTRACKER – MAINTENANCE TRACKING SYSTEM

Feb 2020

[REPO](#)

Built a maintenance tracking system using .NET MVC Core, C#, and a SQL database. Implemented secure login and VIN API integration for data retrieval. Utilized Bootstrap for the front-end and Git for project collaboration.
