

# MONICA L CHOLICO

Software Developer

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## ABOUT ME

Coming from different educational backgrounds and professional experiences allow me to transform ideas into reality. I'm determined and eager to maintain learning as a constant in my life, therefore I am attracted to projects where I need to adapt to new practices and knowledge. I embrace the flow of changes coming from fluid environments and putting my heart into everything I do is key, if you add up code to the formula, can you imagine the results?.

## EDUCATION

2018- present

Web Developer

CODEUP · San Antonio, Tx

2009 - 2011

Master Studies in Gender and Society with specialization in education

FLACSO University · Argentina

1996- 2001

Bachelor in Law

Guadalajara University · Mexico

## TECHNICAL SKILLS

HTML · CSS · Javascript · jQuery · Json · Java · Spring · MySql · Bootstrap · Wordpress · Adobe Creative Suite · Moodle · Canva · Github · Mailchimp · Hootsuite · SEO · Google Analytics

## DEVELOPMENT PROJECTS

Q-SHE

Web application platform that rates the quality of live of each USA state, based on indexes of violence, employment, education, healthcare and growth. The user is also allowed to rate based on their own experiences and can send messages to other users and post in each state forum.

ADLISTER

Web application platform that allow users to create, edit, delete and publish classified advertisements.

CONTACTS MANAGER

Phone Book application that allow users to store and search information for contacts such as complete name, telephone number and email. The application allow the users also to edit and delete the information uploaded.

MOVIE DATABASE

Web application platform that allow users to upload, search, edit, delete and rate information about movies.

## EXPERIENCE

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2012 - 2017

### CEO/WEB DEVELOPER

Feel Like Dancing · San Antonio , Tx USA

Developed and designed responsive web site for a start-up online business with Wordpress. Designed and managed digital content for web site and social media channels and designed printing material. Created and implemented strategic digital marketing content that successfully increased organic traffic and public engagement converted to increase of 80% sales in the first year, with a following annual growth of 40%, successfully expanding the market from local to national. Positioned website rank search in different browsers in top places with effective SEO.

2011 - 2017

### FOUNDER/WEB DEVELOPER

Planeta Mujer · San Antonio, Tx USA

Planned, wireframed and launched responsive web site for a start-up online Non-Profit Organization with Wordpress. Creation and management of content for web site and social media channels with Adobe creative suite and online digital platforms to create content . Implemented strategic digital marketing content to increase organic traffic in social media.

2010 - 2011

### COMMUNITY AFFAIRS INTERN

Planned Parenthood of South Texas · San Antonio, Tx, USA

Managed press releases, email marketing and managed data in Convio software.

Designed training materials and training curriculum for lobby and advocacy purposes.

2003 - 2009

### TRAINING CURRICULUM DESIGNER AND TRAINER/VISA CLERK

Department of State · US Embassy in Mexico City / US Consulate in Guadalajara

Designed training curriculum and training materials on cultural affairs and fraud prevention for Consular Officers.

Delivered training to individuals and large audiences for internal and external personnel.

## LANGUAGE

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English

Fluent

Spanish

Native

French

Conversational

## ACHIEVEMENTS

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- Developed and launched a start-up online business
- Positioned online business website on first pages when searches related with business products performed in different search browsers with effective SEO.
- Developed and launched a start-up online educational platform utilizing Wordpress and LMS Moodle.
- Successfully converted traffic and public engagement in websites and social media to sales and enrolled students.