

suchitra natarajan

Web developer at Ehyca, NYC startup. Interested in problem solving through design, programming, data analysis and creative communication.

education

RUTGERS | DEC 2018

Information Technology & Informatics, Computer Science

skills

WEB DEV

Next.js/Vercel, React, TypeScript, JavaScript, Vue, HTML, S/CSS, Wordpress

MARKETING OPS

Hubspot, Salesforce, Outreach, Google Analytics, Google Tag Manager, Google Search Console, Jira

DIGITAL MARKETING

LinkedIn Ads, Google Ads, SEO optimization

DESIGN

Figma, Sketch, Adobe Photoshop Suite, Adobe Illustrator, Microsoft Suite

OTHER

Effective communicator, Fast & dedicated learner, team-oriented, SCRUM/AGILE

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201-661-3916 | linkedin.com/in/suchitranatarajan
US Citizen | NYC based

experience

WEB DEVELOPER

Ehyca, Marketing Team | March 2020 - Current

- Sole ownership and responsibility for brand website and documentation site development and maintenance.
- Architects and maintains marketing funnel automation across Hubspot, Salesforce.com, and Outreach to ensure pipelines from Marketing to Sales.
- Responsibility for data collection, site analytics, and performance testing, including configuring Google Analytics and A/B testing tools.
- SEO optimization on site, assessing and strategizing using Google Search Console.
- Primarily develops in Next.js, but has incorporated solutions with Wordpress and GraphQL, as well as providing design support in Figma.

FRONT-END DEVELOPER

Idio, Engineering Team | January 2019 - January 2020

- Develop front-end solutions and provide technical support to generate artificially intelligent market insights for large-scale clients like IBM, Salesforce, and Riverbed.
- Primarily develops in vanilla Javascript due to working in a wide range of environments. Also uses Python to scrape and generate content.

DIGITAL MARKETING INTERNSHIP

Shure, E-Marketing Team | Summer 2018

- Analyze and enhance International Shure site for efficiency and automation.
- Primarily uses Vue, but also develops solutions in Python, NodeJs, GraphCMS/GraphQL and Sketch.

WEB DEVELOPMENT INTERNSHIP

SEMgeeks | Summer 2017

- Web design and development to support digital strategy and services.
- Develop dynamic and user-submitted site for local band concerts.