ESTER LIN Tech enthusiast with a foundation in web development and data analysis.

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EDUCATION

Full Stack Web Developer Certificate – Haiku Academy, Thailand 2022
Bachelor in Sales and Marketing – Argentine Business University, Argentina 2008 – 2013

RELEVANT WORK EXPERIENCE

Haiku Academy, Thailand – Junior React Developer February 2023 to October 2023

- Developed and maintained backend APIs, enhancing system functionality.
- Refactored code to improve efficiency and performance, resulting in faster debugging times.
- Implemented project management tools such as Notion and GitHub projects to keep track of pending tasks.
- Utilized third party APIs such as GitHub to automate tasks for students.
- Created custom features for the learning portal to improve students learning process.
- Developed a game for students to implement JavaScript, HTML and CSS.

Haiku Academy, Thailand – Coding Teacher Assistant March 2023 to May 2023

- Reviewed students coding exercises and projects through the learning portal and GitHub.
- Conducted in person one on one coding reviews and feedback.
- Assisted students with post-lecture explanations using relatable examples to simplify complex concepts.

Adidas, Panama – Business Transformation Sr. Specialist September 2016 to April 2018

- Managed the project of the creation of an online platform to connect adidas sales, marketing and demand planning with key accounts.
- Estimated costs of developing and maintaining the project.
- Trained key accounts and sales departments in the operation of the new online platform.
- Reviewed sales transactions using SAP.
- Developed standardized and customized sell-in reports with Qlik as part of sales presentations using SAP API.

Adidas, Panama – Sales Business Analyst July 2015 to August 2016

- Supervised pre-sale events by coordinating catering, hotel reservations, transportations and showrooms bookings.
- Ensured that trade terms are meet between adidas and wholesalers.
- Developed sell-in reports as part of sales presentations.
- Provided ongoing support with clients after pre-sale to resolve problems.

Nielsen, Argentina – PepsiCo Foods Account Executive June 2014 to July 2015

- Built relationships with PepsiCo by offering our services based on their needs in the market.
- Provided solutions by evaluating economic indicators.
- Designed presentations based on Nielsen's services to create strategic plans for the PepsiCo.
- Assisted with PepsiCo's marketing department by presenting the information to PepsiCo's sales department.
- Managed the annual negotiation of sales contract with PepsiCo.
- Ensured new members of PepsiCo are trained with the Nielsen's tools.

Procter & Gamble, Argentina – Fabric Care Marketing Assistant May 2013 to January 2014

- Managed the AWM strategic alliance initiative between P&G and Whirpool for both Argentina and Chile account.
- Ensured the toolkit follows local laws and standards.
- Estimated marketing budget for Argentina and Chile by tracking using SAP reports.

Unilever, Argentina – Business Intelligence Information Assistant January 2011 to August 2012

- Migrated sell-in reports from Excel to QlikView.
- Developed customized dashboards for sales and marketing departments using QlikView.
- Integrated sell in and sell out reports to optimized decision making process.
- Creation of various internal reports based on internal clients' needs.

Unilever, Argentina – Logistic Coordination Assistant January 2010 to December 2011

- Review SKUs data entry.
- Created and managed sales reports for activities tracking, estimating sales tracing and service level indicators.
- Managed data entry between Sinfonia-Cognos and SAP.

SKILLS

Programming Languages:	JavaScript, TypeScript, CSS, HTML.
Libraries & Frameworks:	React, NextJS, Node, Express, MongoDB, Tailwind CSS.
Tools & Platforms:	Git, GitHub, Postman, Vercel, SAP, Power BI, QlikView, Excel.
Databases:	MongoDB, MySQL, Prisma.
Languages:	English – Professional, Spanish – Native, Mandarin – Beginner.