

PROJECT PINK

THE TECH BARBIE TRANSITION

Scaling Professional Excellence across Engineering, IT Support, and Marketing.

Professional Evolution

Barbie's Tech Journey

1959

Fashion Model Debut

2010

Computer Engineer Era

2016

Game Developer Launch

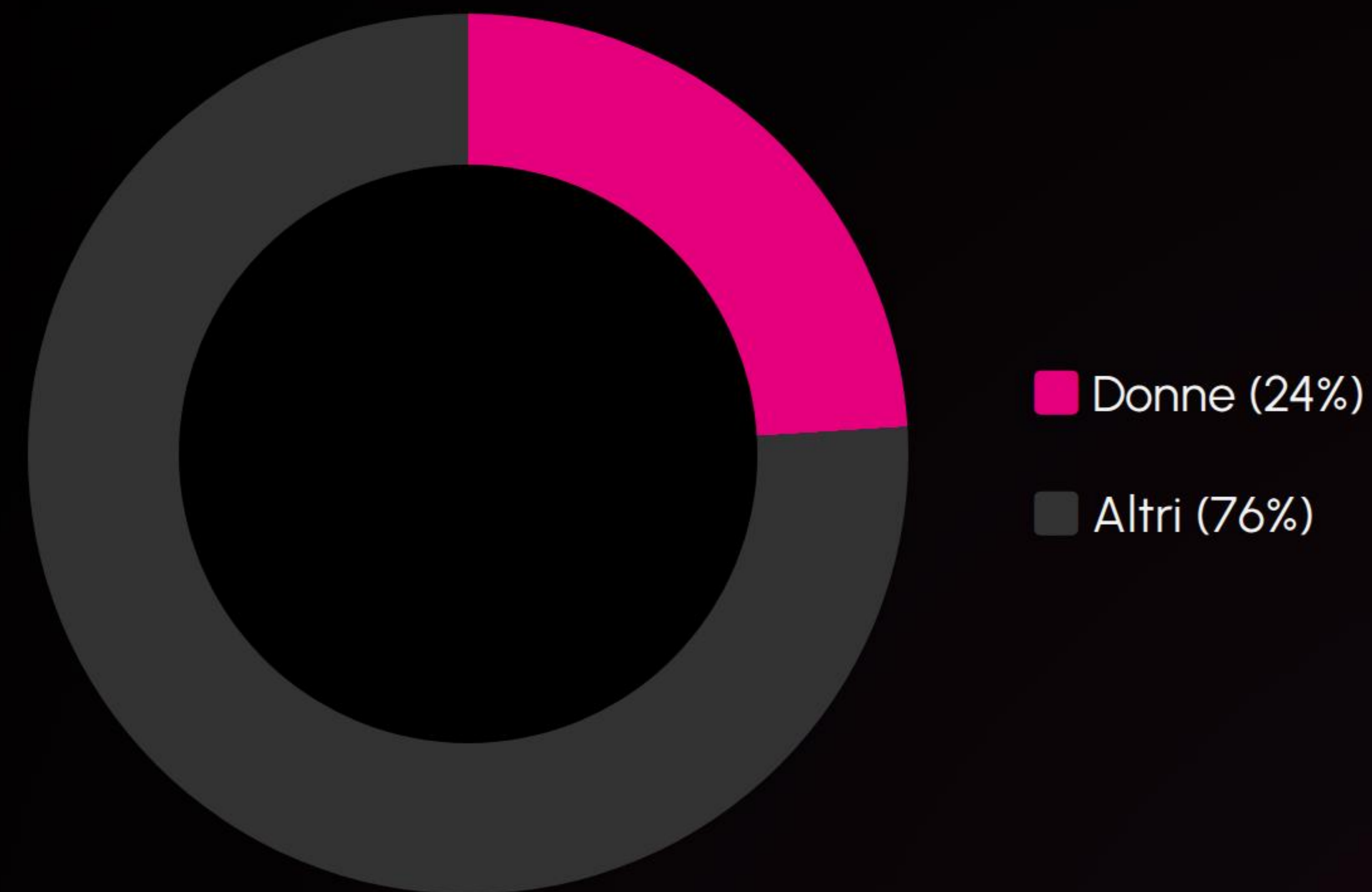
2024+

Cloud Native Professional

| The Diversity Gap

24% STEM Inclusion

Women remain a minority in high-level technical roles. Barbie acts as a visual disruptor, encouraging the next generation to pursue coding and infrastructure management.



The Three Pillars



Engineering

Software development and system architecture.



IT Support

Cloud infrastructure and data center security.



Marketing

Global project management and brand strategy.

Software Engineer

Nene leads the development team, focusing on scalable Python backends and modern React frontends. Authentication and data integrity are at the heart of the Dreamhouse Stack.



| IT Support Specialist

Infrastructure Management

Gestione dei data center pink ad alta disponibilità. Dalla risoluzione dei problemi hardware alla sicurezza di rete di Cloudflare, Barbie garantisce che la tecnologia non fallisca mai.

- Network Security Monitoring
- 99.99% Uptime SLA
- Hardware Optimization



Marketing Project Manager

Strategy & Performance

Vik coordina le campagne di marketing globali, utilizzando insight basati sui dati per massimizzare l'impatto e la portata su tutte le piattaforme digitali.



Role Comparison Matrix

Dipartimento	Strumento Chiave	KPI Primario
Engineering	VS Code / Python	System Integrity
IT Support	Cloudflare / R2	Uptime Rate
Marketing	Tableau / CRM	Conversion Rate

Professional Growth

Engineering



IT Support



Marketing



Dati basati sull'efficienza operativa del Dreamhouse Cloud Team (Q1 2026).

Digital Identity Portal



Accedi ai Badge Digitali

Il portale permette agli utenti di visualizzare il proprio badge aziendale personalizzato tramite scansione QR.

ENGINEERING

IT SUPPORT

MARKETING

Questions?

Contact the Tech Team at the Dreamhouse.

barbie.tech@dreamhouse.corp

Image Sources



[https://i.ebayimg.com/00/s/MTYwMFgxMjAw/z/28AAAOSwS-Bnm2YB/\\$_57.JPG?set_id=880000500F](https://i.ebayimg.com/00/s/MTYwMFgxMjAw/z/28AAAOSwS-Bnm2YB/$_57.JPG?set_id=880000500F)

Source: www.ebay.com



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Source: www.vecteezy.com



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