

ADINA MARTINIUC

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EXPERIENCE:

Software Developer at JustPlus (July 2022 – Present):

Landing Page Development:

I have implemented and optimized responsive landing pages using **Elementor/WordPress**, translating Figma designs into high-performance web interfaces. I have utilised **custom CSS, JavaScript (jQuery), and PHP hooks** to extend Elementor's functionality, ensuring dynamic content rendering and interactive UI elements. I have integrated **custom post types (CPT), ACF (Advanced Custom Fields), and AJAX-based forms** to enhance user experience. I have optimized page performance using **lazy loading, minification, and server-side caching mechanisms** for improved loading speed and SEO efficiency.

Responsive Design Implementation:

I have developed mobile-first, adaptive web pages using **CSS Flexbox, Grid, and media queries**, ensuring compatibility across various screen sizes. I used **JavaScript (window.matchMedia, ResizeObserver)** for dynamic content adjustments and interactive responsiveness. I have improved layout adaptability with **CSS clamp(), calc(), and rem units**, optimizing typography and spacing. I have utilized **PHP device detection (Mobile_Detect) and server-side rendering** to deliver tailored content based on user device types. I have implemented **lazy loading, viewport-based animations (Intersection Observer API), and touch-friendly event handlers** for an advanced mobile user experience.

Back-End Development for Mobile Application:

I have developed scalable and secure backend functionalities using **PHP** and **SQL queries** for a mobile application (Edwards Education), adhering to **RESTful API** principles. I have designed and implemented API endpoints using **PHP** to manage user notifications efficiently.

User Management:

I have created API endpoints for user registration, login, profile updates, and password resets.

Notifications System:

I have developed APIs for managing notifications (sending, retrieving, marking as read/unread).

I have used **cron jobs** for scheduled notifications.

Data Management & CRUD Operations:

I have designed **CRUD (Create, Read, Update, Delete)** functionalities for various entities such as users, posts, comments, and transactions.

File Upload & Management:

I have developed endpoints for users to upload profile pictures and documents.

Secure Data Deletion & Cleanup:

I have implemented **cascading deletes** and **manual cleanup processes** to remove user-related data when accounts are deleted.

API Testing & Debugging:

I have utilized **Postman** for API request testing, verifying **endpoint responses, payload structures, and authentication mechanisms**.

Template Development:

I have developed and optimized **responsive email landing pages** using **HTML, CSS, and inline styles**, ensuring **cross-platform compatibility** across major email clients (Gmail, Outlook, Apple Mail). Implemented **table-based layouts, inline CSS styles** to maintain responsiveness and avoid rendering issues in restrictive email environments.

Technical Writer at 1&1(May 2022 - December 2022):

Task Management and Execution:

I have managed and executed tasks assigned via the **Jira platform**, focusing on **HTML code modifications** for email templates. Utilized **Jira's workflow** for tracking progress, documenting issues, and collaborating with developers to resolve **template rendering** inconsistencies. I have implemented **version control** using internal repositories for tracking changes and updates across multiple email template versions.

Email Template Verification and Troubleshooting:

Conducted thorough testing and verification of email templates to ensure correct content rendering across various email clients (e.g., Gmail, Outlook, Apple Mail). Used **Postman** to test API endpoints responsible for email delivery and ensure proper data population in templates. Investigated and resolved errors that impeded email delivery, including **incorrect content injection, HTML rendering issues, and server-side processing failures**. Applied **debugging tools** such as **browser developer tools** and **internal email preview platforms** to troubleshoot issues with **dynamic content insertion** and **email client-specific quirks**.

As a Technical Writer, I was also responsible for **updating and maintaining documentation**. One key project I worked on was documenting an API for an email system, where I detailed endpoints, request/response formats, and example use-cases.

I focused on making the documentation more accessible by incorporating **diagrams, code snippets and step-by-step tutorials**.

I also reviewed and ensured that existing files remained up to date with new features and improvements. I collaborated closely with developers, product managers and QA engineers to clarify technical details and improve documentation clarity.

I **optimized** documentation for searchability, ensuring developers could quickly find relevant information.

Customer Service Support at Sykes(July 2021 - March 2022):

Customer Issue Resolution:

Delivered bilingual support (Italian, English) for end-users encountering technical issues with **mobile applications, device configuration (smartphones, laptops), and Wi-Fi network setups**. Utilized **remote troubleshooting tools** to diagnose and resolve issues related to **device connectivity, application crashes, and system performance**.

Problem Analysis and Troubleshooting:

Conducted in-depth **root cause analysis** of technical issues, leveraging diagnostic tools and **debugging utilities** to isolate problems in real-time. Employed a structured approach to resolve issues effectively, utilizing **internal knowledge bases, ticketing systems , and remote access software** (e.g., TeamViewer) to provide immediate solutions while documenting detailed problem logs for future reference.

Invoice Processing:

Managed the end-to-end process of **supplier invoice receipt, verification, and recording** using **ERP systems**. Ensured the accurate entry of invoice data, cross-referenced with purchase orders and contracts, and maintained records in accordance with **internal accounting standards**.

Compliance & Controls:

Ensured compliance with **company payment policies, local tax regulations, and audit controls** while processing financial transactions. Utilized **automated compliance checks and accounting software** to validate payment details, ensuring tax deductions, and ensuring alignment with financial reporting standards.



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