ADINA MARTINIUC

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Italian - Romanian - English

WORK EXPERIENCE

JUST PLUS (2022-Present):

Web Development(WordPress/Elementor/PHP/JavaScript)

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.

SEO Optimization

I have worked with structured data (Schema Markup), metadata optimization, keyword research, and technical SEO audits to improve search visibility. I have familiarity with tools like Google Analytics, Google Search Console, and Rank Math/Yoast SEO to monitor performance, resolve indexation issues, and enhance page ranking. Additionally, I have applied basic strategies for optimizing core web vitals, such as reducing render-blocking resources and improving mobile responsiveness to enhance user experience and engagement.

Back-End Development

Built scalable & secure backend using PHP & SQL following RESTful API principles.
Developed API endpoints for:
-User Management (registration, login, profile updates, password resets).
-Notifications System (sending, retrieving, read/unread status, cron jobs for scheduling).
-CRUD Operations (users, posts, comments, transactions).
-File Uploads (profile pictures, documents).
-Secure Data Deletion (cascading deletes & manual cleanup).
-Tested APIs with Postman to ensure proper request handling & authentication.

UI/UX & Web Design

Experienced in designing responsive, user-friendly interfaces using Figma for web and mobile applications. Skilled in wireframing, prototyping, and design systems, ensuring consistency and accessibility. Focused on UI/UX principles, including typography, color theory, and component-based design, to create intuitive user experiences.

1&1 SRL(26/05/2022-26/12/2022)

Technical Writer

I was responsible for updating and maintaining documentation.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.

Email Template Verification and Troubleshooting

I have 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.

SYKES(JULY 2021 - MARCH 2022)

Technical Support

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.
Employed a structured approach to resolve issues effectively, utilizing internal knowledge bases, ticketing systems , and remote access software (e.g.,TeamViewer).
Managed the end-to-end process of supplier invoice receipt, verification, and recording using ERP systems.

Scan the code to check out my portofolio (or you can check it here: https://adinamar.github.io/portofolioV2/)

Figma: https://www.figma.com/community/file/1489616208637280480