

Ana Friedland

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Github: <https://github.com/Anacgaraujo>

Experienced technology professional with a proven track record in bridging design and technology to optimize business operations.

EDUCATION

Federal University of Espirito Santo (Brazil) – Social Communication / Journalism

Lambda School – Full Stack JavaScript, React JS

Udemy – Advanced JavaScript, Node, React Native, Firebase

Coursera / Google – Agile Project Management Certification

Coursera / UC Davis – Advanced Search Engine Optimization Strategies

Coursera / Vanderbilt University – Prompt Engineering for ChatGPT

Coursera / Duke University – Machine Learning Foundations for Product Managers

Coursera / Instructor Network- Effective Marketing in the Global Marketplace

EXPERIENCE

Alternaversal — Front-end Developer

July 2023 - December 2023 (short term contract)

Next.js, React.js, Google Cloud Platform, JavaScript, HTML, CSS, SASS, Node, SEO

Managed development of a streaming platform, demonstrating flexibility and adaptability in handling diverse project requirements.

Led a small team, showcasing ability to work independently and take full ownership of projects.

Developed detailed documentation and presentations for project progress and deliverables.

Utilizing React.js, I played a pivotal role in creating a seamless and engaging user interface for the streaming platform. My expertise in React.js allowed for the implementation of dynamic and responsive features that enhanced the overall user experience, contributing to the project's success.

Hue Chemist — WordPress Developer

November 2023 (short term contract)

WordPress, SEO

Created a custom WordPress website, aligning with the company's unique branding.

Setup SEO strategy with plugins and source code, created backlink strategy campaign, Adwords and Analytics.

Developed interactive pages, forms, and integrated e-mail services to enhance user engagement and communication.

Installed and configured third-party plugins for bookings and scheduling, streamlining the company's

appointment management process.

Macy's — *Front-End Developer*

April 2022 - February 2023

React.js, Handlebars, jQuery, JavaScript, HTML, CSS, Node

Implemented user-centric promotional pages, demonstrating strong communication skills in explaining program purposes and deliverables.

Applied Agile practices, aligning with the role's requirement for flexibility and rapid context-switching.

GetMeOut — *Front-end developer*

January 2022 - April 2023 (Full contract, from conception to deployment)

React Native, React.js, JavaScript, HTML, CSS, Node, Firebase, SEO

Spearheaded the entire project lifecycle of a mobile application, from initial conception through to final deployment, ensuring a strategic alignment with business objectives and user needs.

Defined SEO strategy, for landing page, IOS stores and Android stores.

Successfully supervised the app's development, leading to its availability on both iOS and Android platforms, thereby expanding the product's reach and user accessibility.

Played a pivotal role in strategic decision-making, including feature prioritization, resource allocation, and risk management, to ensure the project met its timelines and objectives in an Agile environment.

Demonstrated exceptional leadership in navigating the complexities of app development, resolving challenges proactively, and ensuring a seamless, user-centric final product.

Independent Developer - Shopify

September 2021 - April 2022

Shopify, Wordpress, JavaScript, React.js, HTML, CSS, WordPress, SEO

Specialized in developing and implementing robust SEO strategies for Shopify and Wordpress stores and websites, significantly enhancing their visibility and ranking on search engines, which in turn drove increased traffic and sales.

Created and monitored SEO strategies, including site audits, analytics, technical and Saas campaigns. Crafted and executed comprehensive marketing strategies for various e-commerce platforms, effectively broadening the client's customer base and market reach.

Proficient in React.js, I also translated clients' visions and objectives into beautifully designed and strategically structured online pages and e-commerce platforms, ensuring both functionality and aesthetic appeal. My React.js skills were instrumental in creating interactive and dynamic web elements that enhanced user experiences.

Kaiser Permanente — *Front-End Development*

March 2020 - August 2021

XML, JavaScript, HTML, CSS, Node

Managed discovery deliverables, showcasing ability to interpret and create detailed documentation.

Provided consultation to clients and leadership, similar to interacting with various stakeholders in the new role.

EZ2EAT — Lead Developer

February 2017 – July 2019

React.js, AWS, JavaScript, HTML, CSS, AWS, Magento, SEO

Directed a remote development team based in the Philippines, effectively managing cross-continental workflows and ensuring seamless coordination between team members.

Leveraged knowledge of Magento to develop and enhance e-commerce solutions, ensuring high performance and scalability. Developed and monitored SEO campaigns, presenting reports with analytics and actions plans to clients and stakeholders.

Acted as the primary liaison between clients, CEOs, and the development team, establishing clear channels of communication and fostering a collaborative working environment.

Managed the allocation of developer hours, meticulously coordinating schedules and responsibilities to optimize productivity and meet project deadlines. Supervised two design interns in the creation of marketing materials, guiding the composition and design to align with company branding and project objectives.

Additionally, my proficiency in React.js allowed me to incorporate dynamic and interactive features into our web projects, enhancing user engagement and overall user experience.

SKILLS

React.js, JavaScript, HTML, CSS, Redux, SASS, XML, WordPress, Jira, Node, WordPress

Photoshop, Adobe Premiere, Figma

SEO, Google Adwords, SEMrush, Ahrefs, GA4

Google Suite, Atlassian Confluence, and Jira

Proficient in program management, adept at executing multiple projects with diverse objectives.

Strong command over oral, interpersonal, and written communication, skilled in creating professional presentations and documentation.

Agile and Waterfall project management methodologies with an emphasis on efficiency and adaptability.

Skilled in documentation interpretation and creation, ensuring clarity and precision in program goals and deliverables.

LANGUAGES

English, Portuguese, Spanish