MARCELA ROCHA

F R O N T E N D   D E V E L O P E R

☎ +49 176 45883901

✉ marcelarochamartins@gmail.com

📍 live in Berlin, Germany - From Brazil

✳ authorized to work in germany (Family Reunion Visa)

💬 Portuguese (Native), English (C2), German (A1 - studying)

I recently shifted my career to web development after a decade in marketing and content writing. I completed Ironhack's full-stack web development bootcamp, where I learned to work with technologies such as MongoDB, Express.js, React, and Node.js (MERN). I primarily work with React using TypeScript, and am specializing in server-side rendering with Next.js, while also experimenting with CSS frameworks like Tailwind. Because of my background in communication, I place great value on creating user-focused and highly functional web applications.

E D U C A T I O N

WEB DEV BOOTCAMP
Ironhack Berlin +500h

May. 23 - Jul. 23

MBA - B.I. AND MARKETING
Anhembi Morumbi University - Brazil

2020 - 2021

BACHELOR'S IN JOURNALISM
Anhembi Morumbi University - Brazil

2012 - 2015

D E V   P R O J E C T S

CAT X MACHINE GAME
Endless runner game with Pure JS, CSS and HTML.

FULL-STACK WEB APP, ANCHORNAUT
MERN Application with integration to OpenAI API for generate content.

HABITS TRACKER WEB APP
Typescript and NextJS web app

others: marcelarochamartins.vercel.app

T E C H N I C A L   S K I L L S

- Javascript ES6
- React JS, Next JS
- CSS, HTML5
- RESTful APIs

- Git, Git Hub
- Tailwind, Bootstrap
- MERN Stack
- Agile, Scrum

- Trello, Figma, Jira
- Responsive Design
- Content Marketing
- Copywriting

E X P E R I E N C E

CONTENT LEADER
InPress Porter Novelli Agency

Oct 22 - May 23

- Content and Social Media Management
- Interface with stakeholders from accounts such as Randstad, Instituto SulAmérica, Ambev, and Hospital Sírio Libanês
- Report generation and strategic planning

CONTENT MARKETING MANAGER
Cadastra Agency

Dec 21 - Jun 22

- Development and implementation of digital strategies for clients
- Management of a content team
- Contribution to business development strategies

MARCELA ROCHA

FRONTEND DEVELOPER

SOFT SKILLS

- Effective Organization and Accountability
- Creative Problem-Solver
- Project Coordination
- Collaboration and Teamwork
- Adaptability

EXPERIENCE

CONTENT LEADER

Jüssi Agency

Sep 20 - Dec 21

- Responsible for the analytical aspect of content and social media accounts
- Interface between content production team and brand clients such as Mary Kay, EcoRodovias, Diageo, Platos, and Órigo
- Establishment of the synergy between organic and paid content across digital platforms

SOCIAL MEDIA COORDINATOR

Catraca Livre

Sep 18 - Sep 20

- Oversight of content production on social platforms
- Management and training of the social media team
- Collaboration on commercial proposals

JOURNALIST

Cosmopolitan Brazil

Jan 14 - Dec 15

- Content production for the magazine, social media, and website;
- Support during fashion and beauty shootings to ensure smooth and efficient execution of every aspect of the production process.