MARCELA ROCHA MARTINS

JUNIOR FRONTEND WEB DEVELOPER

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📍 Authorized to Work in Germany (Family Reunion Visa)

📍 Berlin, Germany in /in/marcelarochamartins

 github.com/Marcela-Rocha-Martins

As a junior frontend web developer, I leverage over 10 years of experience in Marketing and Communication, bringing a robust skill set in analytical thinking, effective project management, and collaborative teamwork. I am currently transitioning my career into the tech industry to apply and amplify my skill set.

SKILLS

Project Management: Agile, Scrum, Trello, Figma, Jira;

Frontend Development: Javascript ES6, React.js; Node.js, HTML5, CSS, Bootstrap, Tailwind CSS, Responsive Web Design, MongoDB, Mongoose, Mongo Atlas;

Marketing and Communication: marketing strategies and content management systems, data analytics tools for market research and audience segmentation, SEO and SEM, social media marketing and platform algorithms, copywriting and content creation, brand management and reputation monitoring;

Soft skills: fast learner, collaborative spirit, proactive attitude, good interpersonal abilities, experienced in delivering presentations and project sales;

Languages: Portuguese: Native | English: C1 | German: A1 (learning)

EDUCATION

Web Development Bootcamp +500h
IronHack | Berlin | mai.23 - jul.23

Postgraduate MBA program in Big Data and Marketing
Anhembi Morumbi University | São Paulo 2020 - 2021

Bachelor's degree in Journalism
Anhembi Morumbi University | São Paulo 2012 - 2015

WEB DEV PROJECTS

Javascript Game: Endless Runner with Pure Javascript. Front-end developed using CSS + HTML.

Full-Stack Web Application, AnchorNaut (HACKSHOW WINNER):
Personal project management application where users can type their personal goals, and the application automatically generates the steps needed to achieve them. MERN Application with integration to the OPENAI API for generating personalized content. Additionally, I was responsible for creating, planning, and designing the project using Figma.

WORK EXPERIENCE

Content Leader
InPress Porter Novelli Agency | Oct.22 - May.23
Managed strategic accounts and content/social media projects for brands like Randstad, SulAmérica, Ambev, and Hospital Sírio Libanês.

Content Marketing Manager
Cadastra Agency | Dec.21 - Jun.22
Developed and implemented digital strategies for clients, managed content team, contributed to business development strategies, and ensured successful brand marketing and SEO initiatives.

Content Strategist Leader
Jüssi Agency | Set.20 - Dec.21
Led a team, established effective content strategies with paid amplification, and monitored and optimized social media performance using insights and data analysis.

Social Media Coordinator
Catraca Livre | Sep.18- Sep.20
Oversaw content production on social platforms, managed and trained the social media team, collaborated with commercial clients, and supervised content strategies.

Journalist
Cosmopolitan Brazil | Jan.14- Dec.15
Produced content for the magazine, website, and social media, and provided support during fashion and beauty shootings.